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*Attitudes of
Rural People
toward Radio Service*

A NATION-WIDE SURVEY
OF FARM AND SMALL-TOWN PEOPLE

1946
1946

FOREWORD

This report was prepared by the Bureau of Agricultural Economics, with the advice and consultation of Committee 4 as a part of the preparation for the Clear Channel Hearing, Docket No. 5741 which proceeding was ordered by the Federal Communications Commission on February 20, 1945. The purpose of the hearing is generally to determine what changes if any should be made in the present policies on the allocation of so-called clear channels in the standard radio broadcast band. The order of hearings states eleven issues of which the ninth is "Whether and to what extent the clear channel stations render a program service particularly suited to the needs of listeners in rural areas." It is to this issue that the present report is addressed.

On March 16 at a conference between industry representatives and Commission staff, four committees were appointed to coordinate the development of information necessary in preparation for the hearings. Three of these committees were to deal with engineering information. The fourth, Committee 4, was established to develop plans for a listener survey. This Committee consisted of the Federal Communications Commission's Chief Economist (Chairman), and representatives of the Clear Channel Broadcasters Service, the Regional Broadcasters, the Independent Broadcasters, the Broadcast Measurement Bureau, the American Broadcasting Company, the Columbia Broadcasting System, the National Broadcasting Company, the Radio Technical Planning Board Panel 4, and the National Council of Farm Cooperatives. In addition to the participation of representatives of these organizations, invaluable assistance was rendered by the staff of the Division of Statistical Standards, Bureau of the Budget, and by individual experts in the field of broadcast listener measurement. Committee 4 met on four occasions: to assist in planning the surveys; to review the proposed sampling plans and schedules and plans for the pretests; to review the final schedules and sampling plans and the results of the pretests; and to review the proposed tabulation plans. While Committee 4 has shared in these ways in the guidance of the survey, the conduct of the survey and preparation of the report have been the exclusive responsibility of the Bureau of Agricultural Economics.

Dallas W. Smythe, Chairman
Committee Four

SUMMARY OF MAJOR FINDINGS

Most rural people in the United States value radio highly. Three out of four "farm" and "rural nonfarm" radio owners feel they would miss radio very much if it were inaccessible to them. Approximately the same proportion of former owners say they miss radio very much. Nearly nine-tenths of those rural dwellers who have not had radios for five years or more say they would like to have one. Radio has become a highly valued aspect of everyday living in most "rural homes" which have radios; a highly desired one in most of those homes that do not.

Radio is valued about equally by rural radio owners in each of the three major regions of the country, North (including the Northeast), South, and West. There are no great differences between farm and rural nonfarm radio owners in this respect although the women of each of these groups somewhat more frequently value radio highly than do the men. Differences in education, income, and age seem to have little effect on the extent to which rural listeners feel they would miss radio if they had to be without it. Rural listeners whose range of available stations is low and those whose reception difficulties are many place high value on radio about as frequently as those who have greater choice of stations and better reception. Those listeners, both men and women, who listen to their radios a good deal are more apt to value radio highly than are those who listen only a little.

Radio is valued by rural listeners for the two great functions it serves; as a source of news and other information and as a source of entertainment and company. When asked to explain why they would miss radio if they were to be without it, most men, especially the farmers, stress its importance as a source of news and information. A somewhat smaller number refer to its entertainment value. Among rural women, entertainment is more commonly given as a value of radio than is news, although almost as many farm women mention news as mention entertainment.

The importance of the news function of radio to rural people is demonstrated again when they are asked what kinds of program they would miss most if they had to go without radio service. News programs are mentioned in this connection by an overwhelming majority of rural people

who now have radios; much more often than any other type of program. Farm men and women again exceed rural nonfarm people somewhat in their emphasis on the importance of news programs. Farm men also much more often emphasize the value of programs giving market and weather reports, and talks on farming, than do nonfarm men.

When rural people who have radios are asked to name the kinds of programs they like best, the pattern of their tastes in radio becomes evident. In general, farm people select the more "serious" programs. News and market reports, hymns and religious music, sermons and religious programs, and farm talks are given high preference by this group. Oldtime music is preferred by approximately 50 percent of the men and women of the farm group and the proportion naming it nearly doubles the proportion naming the entertainment program next most commonly mentioned.

While many rural nonfarm men and women also list these programs as among those they like best, they do so less commonly (with the exception of news programs). More often than farm people they name quiz programs, entertainment programs (with comedians and popular singers), and dance music as among their favorite programs. The rural nonfarm men much more often like broadcasts of sports events than do farm men. The program preferences of rural nonfarm people indicate a greater appreciation of the lighter aspects of radio service than is found among farm people.

When rural people are asked to name the type of program they don't care for, an additional aspect of rural tastes emerges. Daytime serial stories are the kind of program most commonly named as not liked; they are followed by dance music, and then by classical music. While many other types of programs are named as disliked by some rural radio listeners, these three types of programs seem most commonly to create strong feelings of rejection. Distaste for programs of classical music differs from dislike of serial stories or dance music in the fact that rural people who name classical music as a disliked program commonly say they do not understand such programs.

Approximately two-thirds of the farm people who have radios report listening to weather reports, market reports and talks on farming, many of them listening to such programs several times a week. A large majority of those farm people who listen to these programs feel that they are helpful to them. As might be expected, farm men are much more often interested in farm programs than are farm women.

Serial story programs occupy an unusual position in the attitudes of rural people. Among women, both farm and rural nonfarm, they stand second only to news in the list of programs they say they would miss most if their radios failed them; yet they are also the type of

programs most commonly not cared for by rural women. Rural women who have radios seem to divide into three large groups in their attitudes toward serial programs; those who like this type of program very much and would miss it greatly if they could not hear it, those who neither like nor dislike such programs, and those who actively dislike them. Very few rural men show any preference for serial stories and, like rural women, they most commonly name this type of program as the kind they do not care for. No other program creates such partisan attitudes among rural people as serial stories.

Generally speaking, rural people are not highly conscious of possible improvements in the program service they are now receiving. Over half of the rural people who have radios cannot think of any type of program they would like to hear more of than they do now when asked to name them. The suggestions offered by those who do name a kind of program are scattered over a variety of favorite programs and do not indicate any important specific discrepancies between listener needs and present program service. There is even less expression of awareness of possible improvements resulting from unsatisfied wishes for specific types of programs at particular hours of the day or evening.

The fact that rural radio listeners do not have many suggestions to offer concerning radio programming does not mean that they are undiscriminating regarding the programs that are available to them. There are large differences in the amount of time rural people spend listening to radio, among both men and women, and these are only partly accounted for by differences in time available for listening. Three out of four rural people report having their radios turned off at times because they do not care for the programs that are on; almost a third of the rural people say this happens very often. However, those listeners who say they listen to their radios only a little and keep them turned off very often because they are not interested in the programs are no more likely to suggest changes in the programs than are those people who say they listen much of the time and never have their radios turned off because of the programs.

Most rural listeners seem to take radio programming for granted. They may listen much or little, but they are not inclined to think of themselves as being in a position of judgment regarding the kinds of programs that should be on the air. Very few of these people have any point of reference, either actual or ideal, with which to compare present radio programming; as a consequence, they tend to accept the radio they know as the natural order of things.

About one in every four rural households has no radio in working order. About half of these homes have had radios within the last five years; most of these households say that they have not replaced or repaired their radios because of wartime shortages. Those rural households that

have had no radio for over five years have most commonly gone without because they felt they could not afford it. There is a strong tendency for those households which have had no radio for five years or more also to lack the other major means of communication, telephones and daily newspapers.

PREFACE

IN APRIL 1945, the Federal Communications Commission requested the Bureau of Agricultural Economics to conduct a study of certain aspects of the attitudes of rural people toward radio. Three major questions were to be explored:

1. How important is radio to rural people? In what ways is it important to them?
2. What are the attitudes of rural people toward the program service they are receiving? What are their program preferences?
3. What proportion of the rural population do not have radios in working order? What has prevented these people from having radios?

The findings of a survey which was carried out to obtain the answers to these questions are presented in the following pages. These findings are based on personal interviews taken in 2,535 rural households, carefully selected to give a representative picture of rural households throughout the country.^{1/} Households were visited in 116 different counties; some of these households were situated in open country, others in communities of no more than 2,500 population. Whenever possible, two interviews were taken in each household, one with the principal member of each sex (usually the head of the household and his wife). In no instance were two interviews with adults of the same sex taken in the same household. Altogether, 4,293 interviews were obtained, between June 11 and July 28, 1945.

It will be observed that throughout this report use is made of the term "rural people." Strictly speaking, the sample of people interviewed represents male and female heads of rural households. In a small number of households visited there were additional adult residents who were not interviewed. As these "extra adults" comprise only a small fraction of the rural population and as there

1/ See Sampling, Appendix C.

Radio Ownership in Farm and Rural Nonfarm Households

	North Central		South		West		Entire country ^{2/}		
	Non-farm	Farm	Non-farm	Farm	Non-farm	Farm	Non-farm	Farm	All
	All	All	All	All	All	All	All	All	All
Radio owners ^{1/}	83%	87%	85%	51%	69%	58%	84%	89%	87%
Former owners	11	8	10	20	14	17	10	8	9
Non-owners	6	5	5	29	17	25	6	3	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of households	422	408	830	567	405	972	241	302	543

^{1/} These captions are defined on the opposite page.

^{2/} Including the Northeast, which is not shown separately (see page 113, footnote 35).

is little reason to expect their attitudes toward radio to differ significantly from those of the people interviewed, the term "rural people" is used here rather than the less convenient expression "male and female heads of rural households."

In this survey rural households were classified into three types in regard to their ownership of radios:

1. Households which had had radios in working order within the 2 months preceding the interview. Such households are designated henceforth as radio owners.
2. Households which had had radios in working order within the last 5 years but not within the previous 2 months. Such households are designated henceforth as former owners (even though, as will be pointed out later, the majority of these households have retained their sets).
3. Households which had not had radios in working order for 5 years or more, designated henceforth as non-owners, since most of them have never owned radios.

The relative proportions of these three types of households in the three largest regions of the country are shown in the table opposite. It will be seen that one-fourth of the nation's rural households are without radio service. From the data of this survey it can be estimated that approximately 9,920,000 rural households were radio owners at the time the survey was conducted; 1,820,000 rural households were former owners; 1,880,000 rural households were non-owners. Ownership is highest in the West and lowest in the South, and in each region farm households are somewhat less likely to have radios than rural nonfarm households.

High-income households are very much more likely to own radios than are those with low incomes. The heads of households with radios are better educated, on the average, than are those whose households do not have radios. Other socio-economic factors also distinguish radio owning and non-owning households.^{2/}

In order to adapt the interviewing procedures to the three types of households visited, it was necessary to use three different questionnaire schedules.^{3/} Schedule A, which was used in households that were radio owners, was much longer than the other two and explored in

^{2/} These findings are presented in detail in Tables 1 to 4 in Appendix A.

^{3/} Copies of the three interview schedules are presented at the end of Appendix C.

detail the respondent's evaluation of radio and his program preferences. Chapters I through IV of the present report are based on the use of this schedule. Schedule B was used with households which were former owners of radios and dealt principally with the respondent's evaluation of the radio service he had previously had. Schedule C was used with households which were non-owners of radios and was concerned mainly with the respondent's attitudes toward the possible ownership of a radio and his reasons for not possessing one. The results of the use of Schedules B and C are presented in Chapter V.

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I. IMPORTANCE OF RADIO TO RURAL PEOPLE 4/

HOW IMPORTANT IS RADIO TO RURAL PEOPLE?

ONE OF THE MAJOR OBJECTIVES of this study was to determine the attitudes of rural people toward radio itself, to obtain a general appraisal of its importance to them. What part does it play in their everyday life? How much difference would it make to them if their access to radio were cut off?

Most rural people
value radio highly

Three out of four rural radio owners attach a great deal of importance to their radios. Only one in eight thinks that the loss of radio service would make little difference to him.

"How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more?"

	Men	Women	All
A great deal of difference	66%	77%	72%
Some difference	16	12	13
Little or no difference	16	10	13
Not ascertained	2	1	2
	100%	100%	100%
Number of cases	1510	1741	3251

Most rural people leave little doubt of their appraisal of radio. Those who value radio highly express their estimation of its importance in comments like these:

4/ The findings in this chapter and in Chapters II, III, and IV deal with radio owners only. The attitudes of former owners and non-owners are discussed in Chapter V.

"I simply couldn't stay home alone. The programs are wonderful. I am alone so much of the time, I look upon my radio as my companion."

"It would make an awful difference. It would be just like going back to old-fashioned lights. I am just lost when the radio is broken."

"We need the radio very much... We have a mile of bad road between the house and mailbox, and sometimes only get the mail once a week."

"Oh boy! I guess it would make me crazy (not to have a radio)-- too quiet when you're alone all day."

"That would be terrible! It'd be just like having a corpse in the house."

The very much smaller proportion of rural people who feel that the loss of their radios would make little or no difference to them are equally definite in their views:

"If it weren't for my family I'd throw it out. It wouldn't bother me a bit."

"Makes no difference whatsoever. All you hear is junk and commercials and murder mystery."

The conviction in these remarks suggests that the hypothetical situation--"if your radio gave out and you weren't able to listen for a month or more"--poses the question of the importance of radio in a quite effective manner. Another indication of the realistic reaction produced by this question is that when former radio owners are asked, "How much difference did it make to you when your radio gave out?" their answers are strikingly similar to those given by present owners to the hypothetical question (see page 50).

Radio is important to most rural people
whatever their age, sex, education, income

In whatever way the radio owners in the rural population are subdivided-- by age, income, education, by the variety and quality of radio reception they enjoy, and so on--a substantial majority of every group feel that the loss of radio would make a great deal of difference to them. As indicated on the preceding page, women somewhat more commonly regard radio as very important than do men, but this difference is not great. Other differences in the evaluation of radio by rural groups are in

most cases even smaller. For example, radio is regarded as highly important by a somewhat greater proportion

Of farm men (69 percent) than of rural nonfarm men (63 percent)^{5/}

Of women 30 to 44 years old (80 percent) than of women 60 years of age or over (68 percent)

Of people who can hear four or more stations well at night (77 percent) than of those who can hear no stations well at night or only one (67 percent)

Of farm people who have no telephones (76 percent) than of those who have telephones (70 percent)

It is interesting that the rural listeners who feel they have a great deal of reception difficulty with their radios are nonetheless just as likely to value radio highly as those people who say they have no reception trouble.

Many rural women listen 4 or more hours a day; more than half the men listen at least 2 hours ^{6/}

Only about two rural women in ten listen to their radios less than 2 hours a day. At least two in ten listen 6 or more hours, and another two listen from 4 to 6 hours.

Men, of course, listen much less. Four in ten of those who have radios listen less than 2 hours a day. Only one or two in ten listen as much as 4 hours.

5/ For details of these comparisons, see Tables 5-13 in Appendix A.

6/ The times at which rural people in different parts of the country turn their radios on and off for the day are shown in Table 14, Appendix A. In the country as a whole, two-thirds of the rural radio owners report that they have their radios on before 8:00 in the morning; one in eight says the radio is on before 6:00. Only a tenth, however, turn their radios off before 9:00 in the evening; almost three in ten switch off between 9:00 and 10:00, four in ten between 10:00 and 11:00. Southerners tend to turn their radios on earlier in the morning and off earlier at night than do people in other parts of the country.

"About how many hours a day would you say you listen ordinarily?"

	Men	Women
None	2%	1%
Less than 1 hour	11	3
From 1 up to 2 hours	29	14
From 2 up to 4 hours	37	34
From 4 up to 6 hours	10	19
6 or more hours	5	22
Not ascertained	6	7
	<u>100%</u>	<u>100%</u>
Median number of hours ^{7/}	2.3	3.7
Number of cases	1510	1741

Men in different regions of the country listen to radio about the same amounts of time. Among women, regional differences in listening time are pronounced: Western women do the most, Southern women the least radio listening. The median number of hours of listening for women in the West is 5.2, in the North Central states 3.9, in the South 3.3. Thirty-nine percent of the rural women in the West listen at least 6 hours a day, as compared with 24 percent in the North Central states and 16 percent in the South. (See Table 15, Appendix A.)

People who can hear only one station well spend as much time listening to their radios as those who have a wider choice of stations (Table 16).

It is not surprising to find that those rural people who listen to their radios a great deal say much more commonly that they would miss radio if their sets stopped working than do those who spend less time listening. Ninety-three percent of those who listen 6 or more hours on the average weekday say they would miss their radios very much, whereas only 41 percent of those who listen less than 1 hour a day hold this opinion (Table 13). It seems likely that in most cases the number of hours of listening is in itself a measure of the importance to people of their radios.

WHY DO RURAL PEOPLE VALUE RADIO?

The reasons rural people give in explaining why the loss of their radio service would make a great deal of difference to them are in some

^{7/} This does not mean the average number. It means that half the people listen less and half more than the number of hours stated.

respects like those that might be expected of urban people. Most of them value radio as a source of news and other information, or as a source of entertainment. In the phrasing of their remarks, however, they reveal that in providing information and entertainment radio meets needs peculiar to the situation in which a large proportion of the rural population live--remote from varied means of diversion, at a distance from the nearest neighbor, often without access to daily newspapers, even more often without telephones (see Table 4, Appendix A).

Some of the following comments, chosen to illustrate how rural people explain why radio is important to them, suggest the special contribution of radio to rural life:^{8/}

1. Value radio as a source of news:

"We would feel terribly isolated without the news."
"Wouldn't know how the war is coming; I have a son over there and
I want to know what's happening."
"You get the news quicker that way."
"I don't have time to read and like to know how the war is coming."
"We'd be without communication with the outside world."

2. Value it as a source of information (other than news):^{9/}

"It's the most educational thing in the country."
"There's no other way of getting the market reports; have to know
when to sell your products."
"We'd be lost without the weather reports."
"I depend on it for help in running my farm."

3. Value it as a source of entertainment:^{10/}

"I'd be lost because of the entertainment it affords; in a small
town there is little else to do."
"'Cause radio is company--same as someone talking to you."

^{8/} A detailed analysis of the specific reasons included in these general categories, and the reasons given by those who say the loss of radio service would make little difference to them, will be found in Appendix B.

^{9/} As the functions of providing news and information are rather similar (the information referred to is in most instances weather and market reports), people giving one or both of these as the reason radio is important to them have been combined in one group for Figures 1 and 2. The point is further discussed on page 9.

^{10/} As the few quotations can only suggest, people adopt a variety of ways of saying this. Some say precisely that radio brings them

"Our radio is our best pastime."

"I like to hear something to distract my mind from daily worries."

"They kill time when shut in."

4. Value it because listening to it is a habit:

"I'd pass out--have to hear certain things I'm used to."

Rural men value radio mainly

for news and information.

Women more often value it

as entertainment and "company"

In the degree to which they value the different functions of radio, rural men differ somewhat from rural women (Figure 1). Men are more inclined to place emphasis on radio's function of providing news or information, women to emphasize its importance as a source of entertainment.

Sixty percent of the rural women in the radio-owning population, in explaining why they would miss radio if their sets stopped working, mention its entertainment function. Only 43 percent of the men mention this function. And while men and women are nearly alike in the proportion who refer to radio's importance as a source of news (55 percent and 51 percent), 28 percent of the men, as compared with 18 percent of the women, mention only the news function.

The news-and-information function

is particularly important

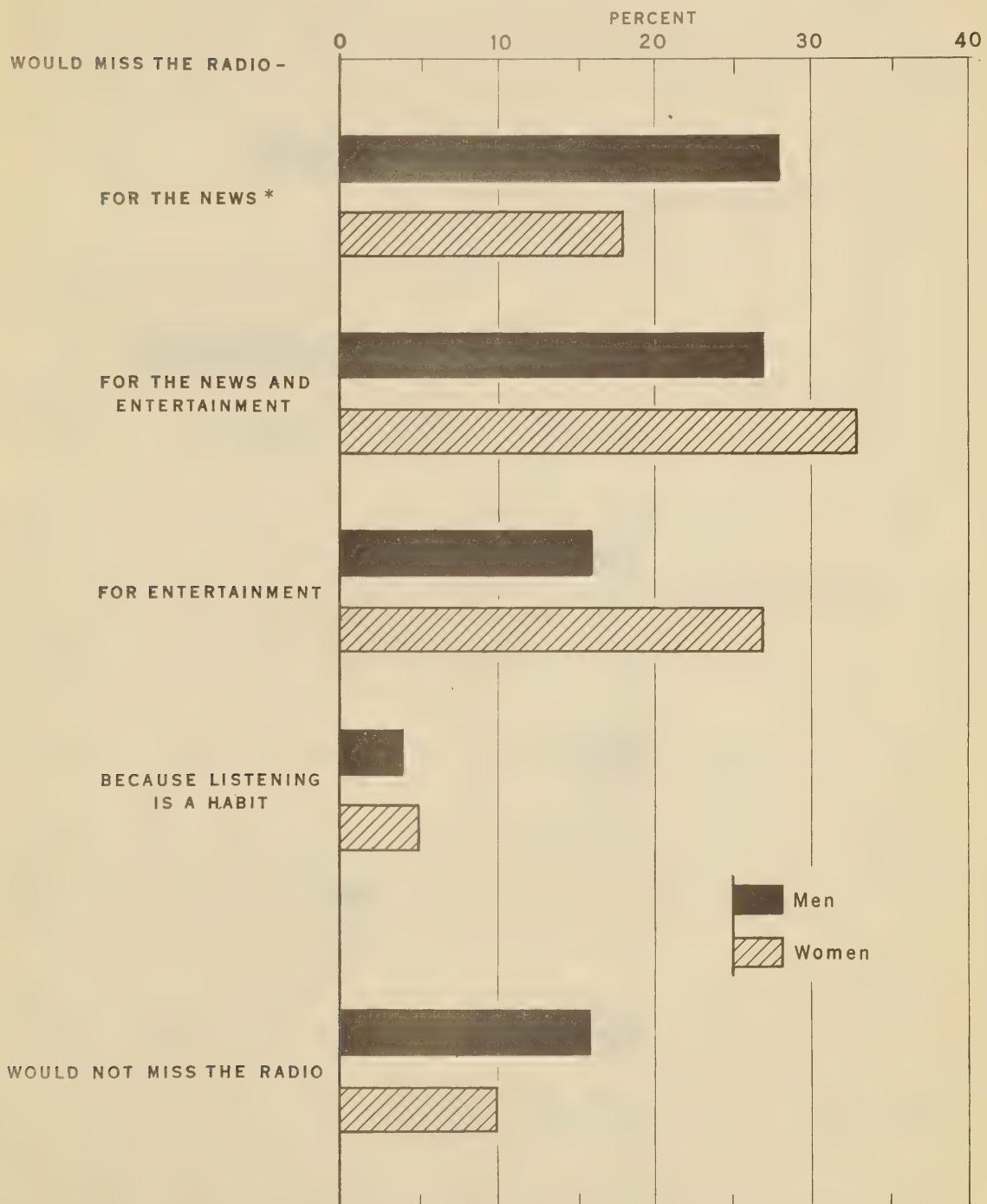
to people living on farms

In the way they regard radio, farm people as a group differ somewhat from rural nonfarm people--that is, from people living in very small towns or in the country but not on farms. Farm people are more likely to mention their dependence on radio for news; nonfarm people more often speak of its value as a source of entertainment (Figure 2).

The particular importance to farm people of the news-and-information function becomes more clear if we divide rural people into four

entertainment, others that it furnishes company or keeps them from getting lonesome, or is "a comfort" and keeps their spirits up. Some say merely that they enjoy what comes over the radio. In spite of the variety of ways in which people express themselves, there is a distinct difference between the answers grouped under the news or information heading and those grouped under the entertainment heading. Many people, of course, give more than one of these explanations for their evaluation of radio, and so come under more than one heading.

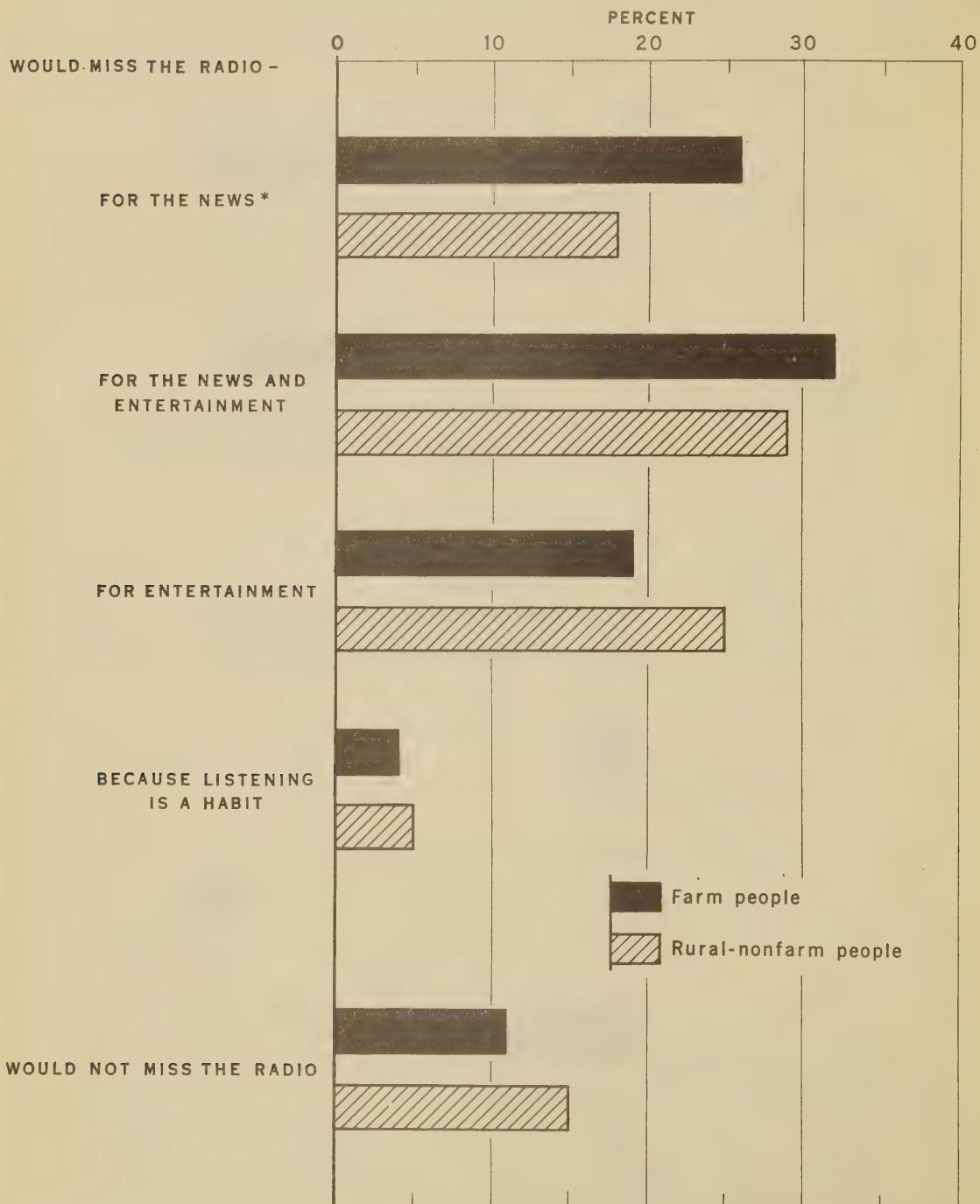
**WHY WOULD IT MAKE A DIFFERENCE TO YOU
IF YOUR RADIO GAVE OUT?**



Each set of bars adds to less than 100% because the answers of 9% of the men and 8% of the women were not ascertained. Less than 1% gave miscellaneous answers not classified here.

* Including weather and market reports, and other information. See page 5.

**WHY WOULD IT MAKE A DIFFERENCE TO YOU
IF YOUR RADIO GAVE OUT?**



Each set of bars adds to less than 100% because the answers of 8% of each group were not ascertained. Less than 1% gave miscellaneous answers not classified here.

* Including weather and market reports, and other information. See footnote 8.

groups: farm men, nonfarm men, farm women, and nonfarm women. While the two groups of men resemble each other closely in the proportions who mention the value of radio as entertainment, and the two groups of women are identical in this respect, farm men and farm women exceed either of the two nonfarm groups in the frequency with which they mention radio's importance as a source of news.

	Farm men	Rural nonfarm men	Farm women	Rural nonfarm women
Mention news, but not entertainment ^{11/}	33%	22%	19%	15%
Mention both news and entertainment	28	26	36	31
Total mentioning news	61%	48%	55%	46%
Mention entertainment, but not news	14%	19%	24%	29%
Mention both news and entertainment	28	26	36	31
Total mentioning entertainment	42%	45%	60%	60%

There is this additional difference between the ways in which farm and nonfarm people regard radio: To farm men, radio is much more likely to be of economic importance than it is to rural nonfarm men. This point will become more evident later, but it should be mentioned here that 27 percent of the farm men (as compared with 8 percent of the nonfarm men) give as one of their reasons for valuing radio that it helps them in their work, or more specifically that they need the weather or market reports they get over the radio.

There are no marked differences in the ways in which people living in different regions of the country value radio (Table 19).

People of different educational levels do not differ markedly in this respect; people with college education are somewhat more likely than those with less education, however, to refer to both the news and the entertainment functions of radio as their reasons for valuing it (Table 18).

News programs are by far
the most important single kind
of program to rural people

Another indication of why people value radio lies in the specific kinds of programs they value. What kinds of programs do rural people think they would miss most if their radios were cut off?

^{11/} The percentages are of all in each group who own radios. For the detailed table see Appendix A, Table 17.

There can be no doubt that of all the kinds of programs available on the radio, news broadcasts would be missed most by most rural people. They are named by more than three-quarters of those who have radios-- a far larger proportion than mention any other kind of program (Figures 3 and 4), and in most instances are named first.^{12/}

Rural women, who as a group tend to emphasize the entertainment value of radio somewhat more than its importance as a source of news, nevertheless choose news broadcasts as the most important kind of program. It must be noted that most of the other programs they mention could be classified as "entertainment," but the agreement on any one of them as the kind that would be missed most is not nearly so high as in the case of news programs.

A number of differences between farm and rural nonfarm people and between men and women are apparent in Figures 3 and 4. The most marked farm-nonfarm difference is in regard to the farm programs, particularly market reports, which are named by 14 percent of farm people and only 1 percent of nonfarm. This difference is accentuated if the comparison is limited to the men in the two groups: 23 percent of the farm men, as against 3 percent of the nonfarm men, name market reports as a kind of program they would greatly miss if their radios stopped working.^{13/} This bears out the statement made earlier, that to many farmers radio is of considerable importance in their business.

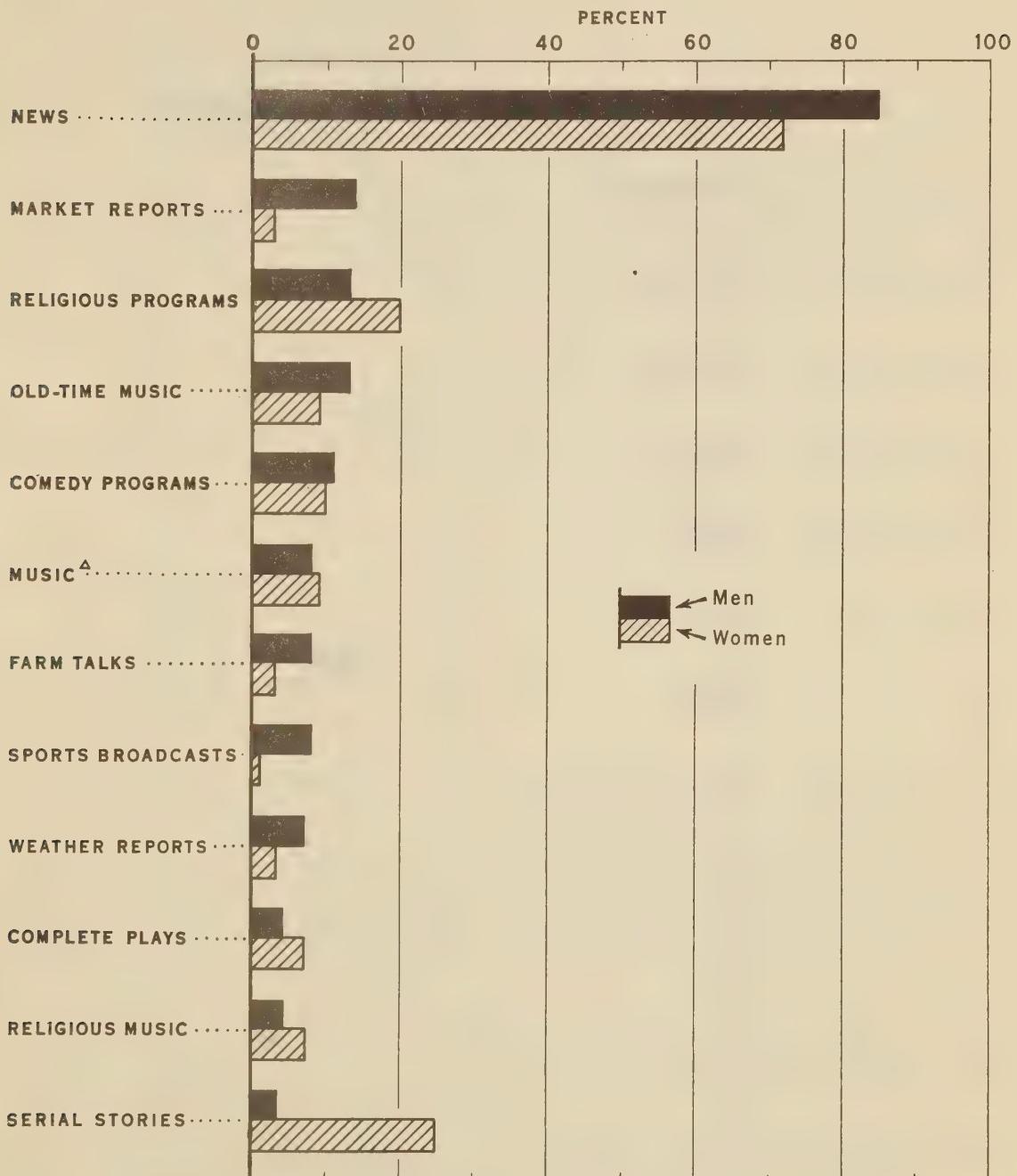
More farm than nonfarm people name religious programs (which are important particularly to farm women^{13/}). The only purely "entertainment" program named by more farm than nonfarm people is oldtime music. Although the percentage differences between farm and nonfarm people as shown in Figure 4 are in most instances small, they suggest a difference in the ways the two groups value radio. Nonfarm people, more often than farm people, name various kinds of entertainment programs as the kind they would miss. Farm people name news programs and farm programs more often than do nonfarm people. The suggestion given by these small differences that farm people tend to attach greater importance to "serious" programs is borne out in the section on Program Preferences in Chapter II.

The choices of rural women as a whole differ from those of rural men principally in that they less often include news, market reports, and sports broadcasts, more often include religious programs, and very much more often include serial stories.

^{12/} Most people named two kinds of programs, a few as many as four, in answer to the double question (see the footnote to Figures 3 and 4).

^{13/} Table 22, Appendix A, gives detailed information about the kinds of programs that farm men, nonfarm men, farm women, and nonfarm women say they would miss most.

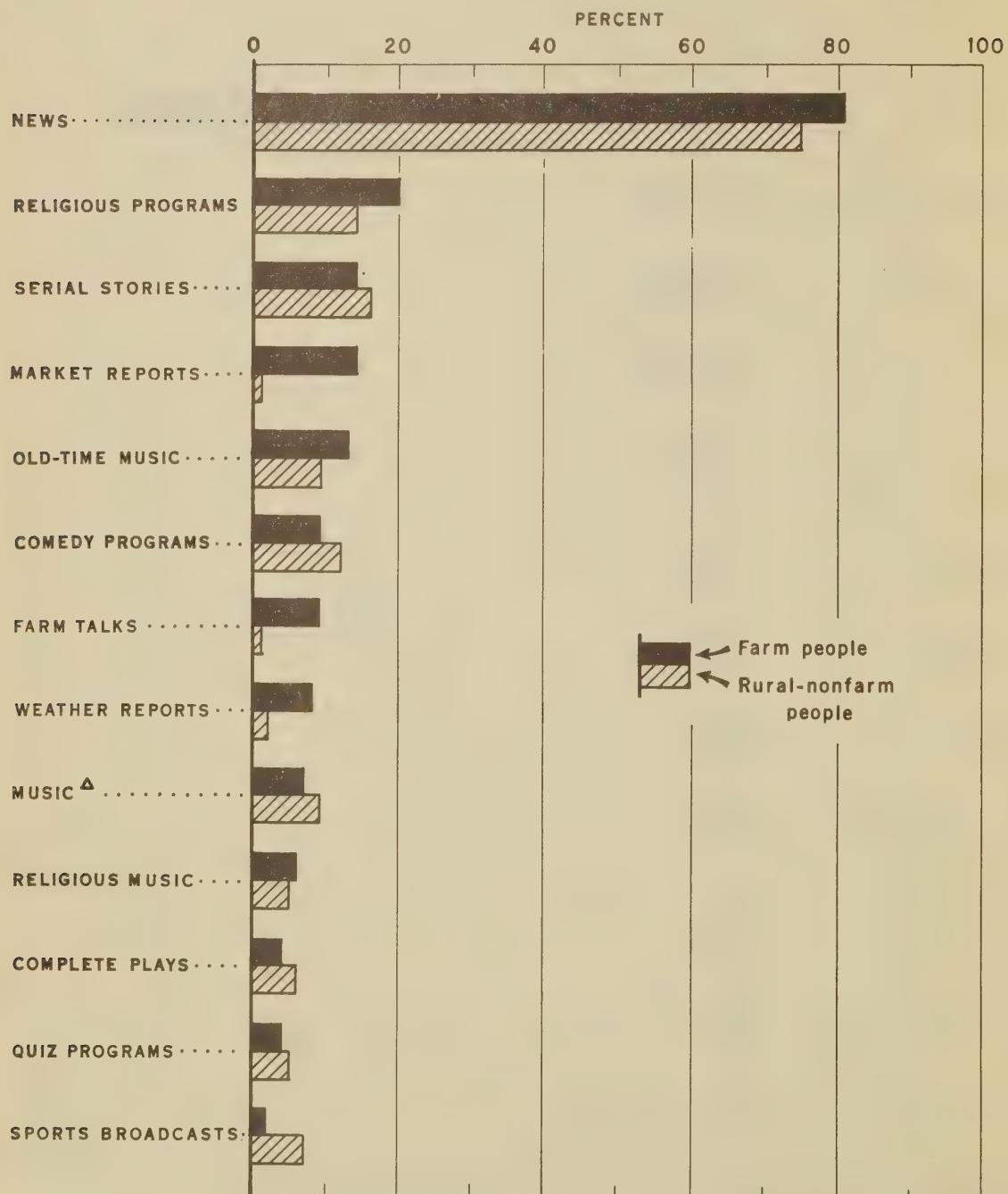
**WHAT KIND OF PROGRAM WOULD YOU MISS
MOST IF YOUR RADIO GAVE OUT?***



*This question was followed by "What other kind of program would you miss?" Answers to both questions are tabulated here. Not charted are the following programs, mentioned by very small percentages in both groups: quiz programs, 4% of men and 4% of women; talks and discussions, 4% and 2%; popular music, 2% and 4%; dance music, 2% and 3%; mystery stories, 2% and 1%; semiclassical music, 1% and 2%; classical music, 1% and 3%; women's programs, less than 1% and 2%.

^A Kind not specified.

WHAT KIND OF PROGRAM WOULD YOU MISS
MOST IF YOUR RADIO GAVE OUT?*



*This question was followed by "What other kind of program would you miss?" Answers to both questions are tabulated here. Not charted are programs mentioned by less than 5% in either group; talks and discussions, 2% of farm people, 4% of rural-nonfarm people; popular music, 2% and 3%; dance music, 2% and 3%; classical music, 1% and 3%; mystery stories, 1% and 2%; humorous episodes, 1% and 2%.

△ Kind not specified.

In their evaluation of programs,
people to whom radio is not important
resemble those to whom it is,
except with respect to serial stories

People who say the loss of their radios would make little or no difference to them (see page 1) are nevertheless able to name at least one kind of program that they would miss. That is, although radio in general is not very important to them, they have opinions about the relative importance of the different programs and value some more highly than others. Like people to whom radio is important, far more of them name news as the kind of program they would miss most than name any other kind of program:

Would miss these kinds of programs: ^{14/}	People who say the loss of radio would make:		
	A great deal of difference to them	Some difference	Little or no difference
News	78%	81%	65%
Serial stories	20	7	5
Religious programs	19	13	13
Oldtime music	12	8	9
Comedy programs	12	10	8
	*	*	*
Number of cases	2338	439	417

A notable point demonstrated in the table is that as the importance of radio declines, serial stories move from second to fifth position in the list of programs highly valued, undoubtedly due in part to the greater proportion of women in the group valuing radio highly. The relative position of all other programs is unaffected, except for this shift. It is not possible to tell, from these data, whether attitudes toward radio as a whole determine or are determined by the attitudes toward specific kinds of programs.

^{14/} This is only a partial list, showing the five programs named by the most rural people. They are also at the top of the list for each of the three groups shown in the table.

*The figures add to more than 100 percent because most people named two or more programs in answer to the double question. The group to whom loss of radio would make little or no difference name fewer programs, however, than do the others; one-third of them name only one kind of program (as compared with 5 percent of the groups valuing radio more highly); only 4 percent name more than two kinds of programs (as compared with 27 percent).

Rural people value programs
for the contacts they provide
with the world and events

When asked to tell why they value the particular kinds of programs they say they would miss most, people often can say only that they "like them" or "enjoy them" or are "interested in them." Many people seem not to have thought about the reasons for their interests, and at best have considerable difficulty in verbalizing them. The specific reasons that are given, however, reflect rural people's feeling, discussed earlier in this chapter, that radio reduces their isolation, that it helps them "keep in touch with the world."

With respect to news broadcasts, for example, the reason most frequently given by people who choose them as the kind of program they would miss most is that without them they couldn't keep up with what's happening; some say that the broadcasts are their only way of getting the news.^{15/} Sports-broadcast fans point out that the radio is their only means of keeping up to date on sports events.

Those who value religious programs not infrequently say that these broadcasts are a substitute for church attendance, a reason which at least in some instances doubtless relates to the inconvenience of getting to church from the farm.

The reasons for valuing farm programs--market reports and talks on farming--are most frequently that they are of practical usefulness to their listeners. Some of the other reasons given by those who name these as most valued programs--that these broadcasts help them keep in touch with what is going on, that they have no other means of getting the information--perhaps also indicate that the listeners value these programs for practical reasons.

It is interesting that those who choose serial stories as a kind of program they value highly, when they do not say simply that they enjoy or are entertained by these programs, give as their reason for valuing them that they are accustomed to listening to them, that listening to them is a habit.

People from different regions
differ in the programs they value most

Figures 5 and 6 show the kinds of programs the men and women in three regions of the country say they would miss most.

^{15/} For detailed listing of the items discussed in this section, see Table 23, Appendix A.

The principal differences among the men in different regions are that:

1. Market reports are considerably more important for men in the North Central region than in any other part of the country. This attitude is highly correlated with listening habits, as a much higher proportion of farm people (both men and women) in the North Central region than elsewhere listen to market reports.^{16/} This is possibly due to the fact that the major farm products in the North Central area are those for which it is particularly important to watch the market changes. It is also possible, of course, that more of these programs are broadcast in that region than in any other, thus accounting for the regional differences.

Men in the North Central region also mention weather reports more often than do men in any other region, but the differences are not so great as in the case of market reports.

2. Sermons and religious programs are much more important to men in the South than in any other region. They are mentioned by more than twice as many men in the South as in the North Central region, and more than four times as many as in the West.
3. Oldtime music is much more important to men in the South than to those in the North Central and Western regions.
4. In general the men in the South differ more from the men in the West than from the men in the North Central region. The marked importance of religious programs to men in the South is in contrast to their relatively low importance to men in the West, who instead emphasize programs of entertainment (sports, comedy programs).

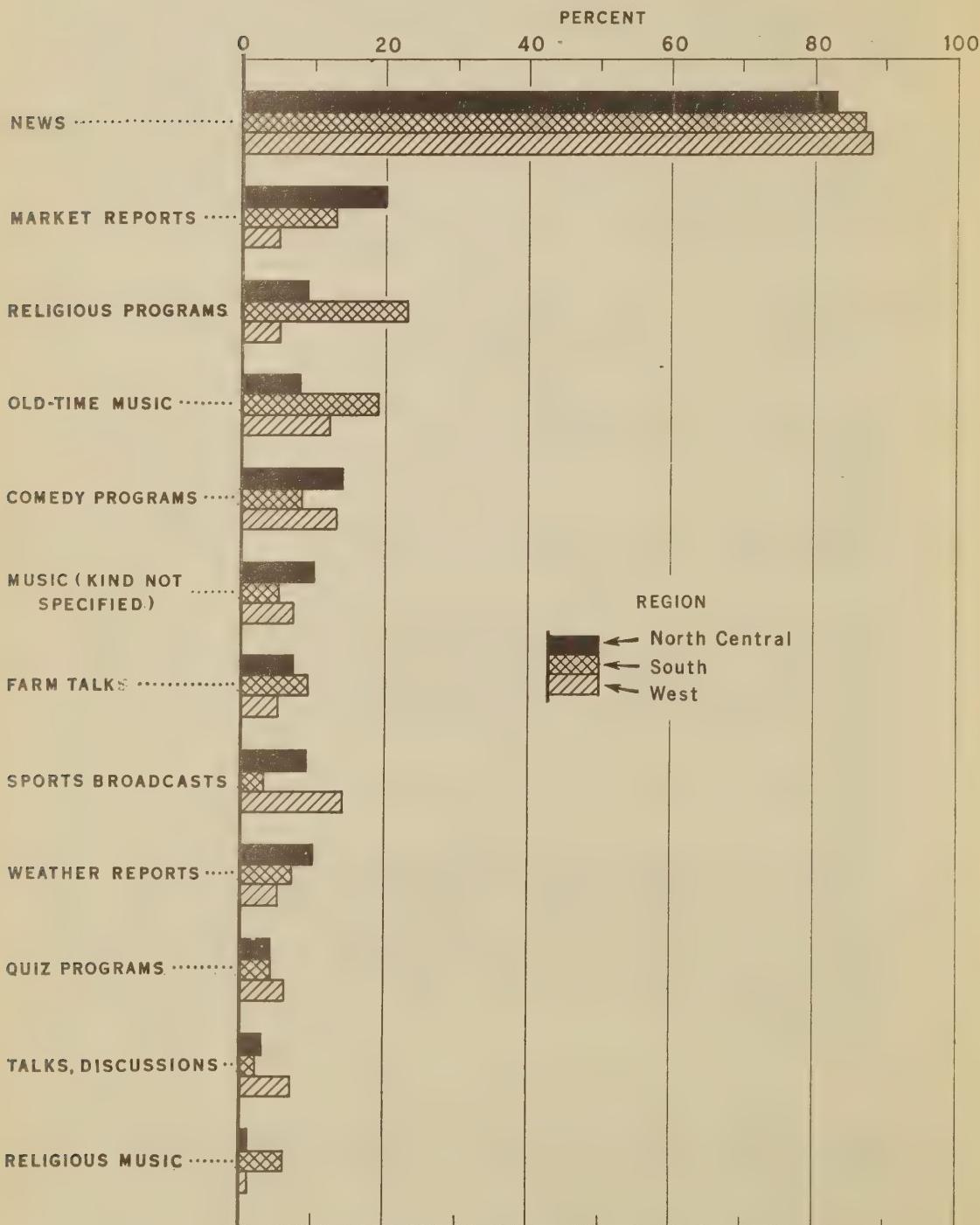
Among the women the following differences are most marked:

1. The importance of sermons and religious programs to Southern people is again outstanding; 31 percent of women in the South name them as the programs they would miss greatly as compared with only 16 percent in the North Central region and 8 percent in the West. In the other two regions the program second to news in importance is serial stories, but women in the South place religious programs above them.

^{16/} See Appendix A, Table 42 for data on frequency of listening.

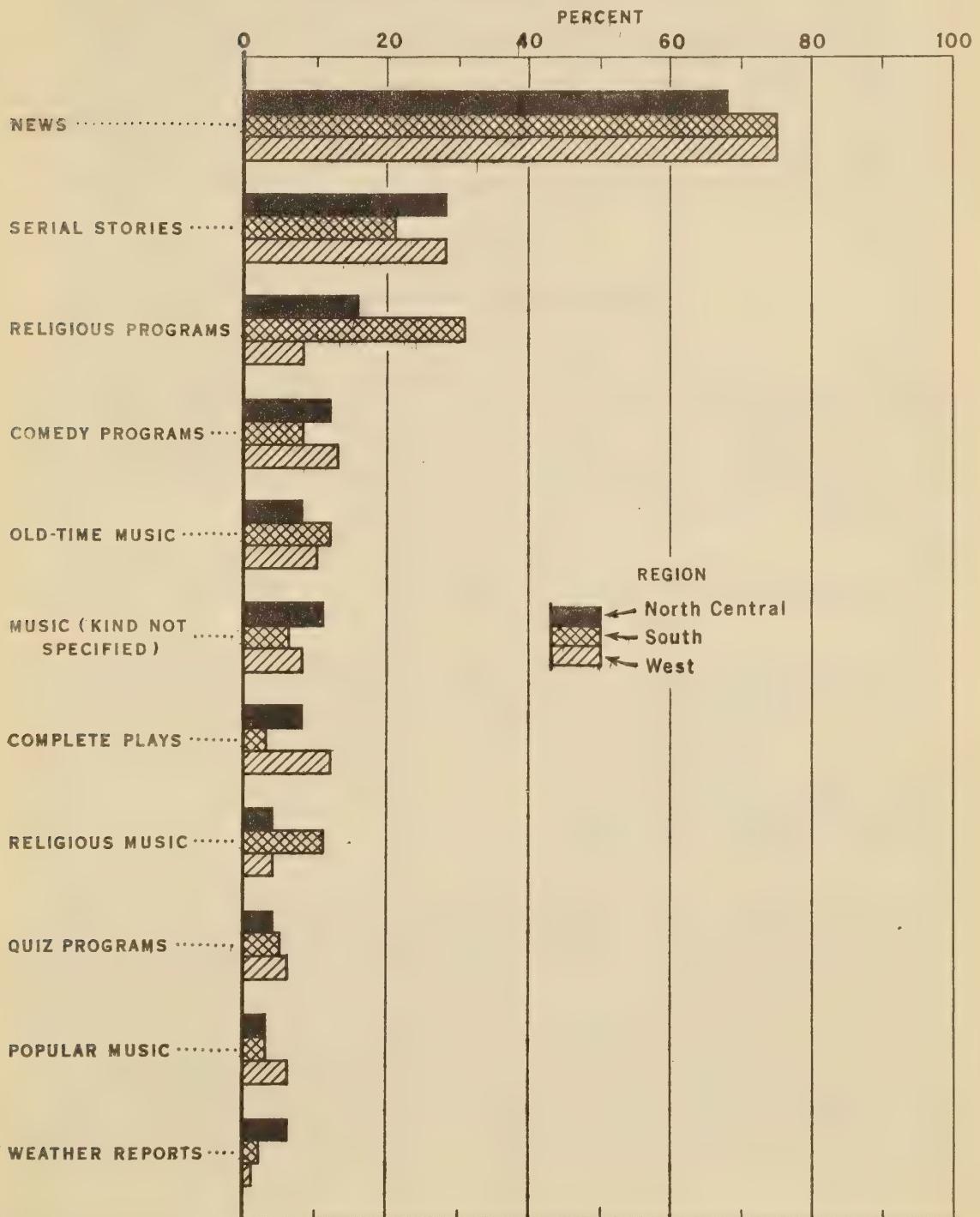
**WHAT KIND OF PROGRAM WOULD YOU MISS
MOST IF YOUR RADIO GAVE OUT?***

ANSWERS OF MEN IN DIFFERENT REGIONS



*The items are shown in the order of the frequency with which they were named by rural men as a whole. Programs not mentioned by more than 5% in any region have been omitted.

WHAT KIND OF PROGRAM WOULD YOU MISS
MOST IF YOUR RADIO GAVE OUT?*
ANSWERS OF WOMEN IN DIFFERENT REGIONS



*The items are shown in the order of the frequency with which they were named by women as a whole. Programs not mentioned by more than 5% in any region have been omitted.

2. The infrequent mention of religious programs by the women in the West is not entirely compensated for by a correspondingly greater emphasis on another kind of program, but rather by a group of programs--comedy programs, complete dramatic plays, dance music and jazz--all of which can be considered only as entertainment programs. Each of these types of programs is named by more women in the West than in the North Central region also, but the differences are not so great between these two regions. In a sense, the attitudes expressed by people in the North Central region may be thought of as falling between the two extremes--the South and the West.

FACTORS IN NOT LISTENING

In addition to determining the role that radio plays in rural people's lives, and the ways in which they value it, it is also important to find out whether there is an additional potential radio audience among rural people, and, if so, to identify the factors preventing them from listening. In an attempt to determine whether there are any such factors, these questions were asked in the survey:

"Do you ever have the radio turned off at times when you're not busy and could be listening to it?" (If so) "How does it happen that you don't listen during that time?"

"Do you ever have the radio turned off because you aren't interested in the programs that are on?" (If so) "Would you say this happens very often, now and then, or hardly ever?"

Three out of five say they
sometimes have their radios off
when they could be listening

In answer to the first question, three out of five rural radio owners say they sometimes have their radios off when they could be listening. (Women are somewhat more likely to say this than men, farm people than nonfarm people, and Southerners than Western or North Central people.)

As would be expected, the people who answer "no" to the question spend more time, in general, listening to the radio; for the women who say they never have their radios off when they are free to listen, the median number of hours they listen to the radio on a weekday is 5.4, and for the men 2.8 hours, while the median number of hours for rural women as a whole is 3.7 and for men 2.3 hours.

"Do you ever have the radio turned off at times when you're not busy and could be listening to it? How does it happen that you don't listen during that time?"

Sometimes have the radio turned off when they could be listening 65%

Don't care for the programs that are on at those times	15%
Prefer another activity (reading, visiting, games)	12
Don't care for radio--not interested	10
Forget to turn it on, or just don't bother	6
Don't want to listen to the radio all the time	5
Want to save batteries or electricity	4
Are bothered, made nervous by radio	3
Don't want to bother other members of family	2
Have difficulty with reception	2
Use radio only for essentials as it isn't working well	1
Listen only to favorite programs	1
Miscellaneous reasons	1
No reason given	3

Never have the radio turned off when they are free to listen 33

Not ascertained	2
	<u>100%</u>

Number of cases 3251

The reasons people give for sometimes having their radios off when they might be listening indicate a subjective estimate of the relative attractiveness of what their radios have to offer. That is, they say in one way or another that at times during their leisure having the radio on does not appeal to them, or does not appeal to them as much as doing something else. Only a small proportion mention objective factors, such as weak batteries, poor reception, or the presence of relatives who object to listening, as influential in preventing them from having the radio going.

When the next question is asked, focussing the reason for not listening on the unavailability of interesting programs, the importance of this particular factor becomes evident. Not only do at least six out of ten rural radio owners recall that they sometimes have their radios off because the available programs do not appeal to them, but three out of ten say this situation occurs very often. Apparently most rural listeners are discriminating in the programs they listen to, even to the point of turning their radios off when they find nothing that interests them.

The people of the South are most likely, those of the North Central states next most likely, and those in the West least likely to indicate that often there are no programs that interest them. In the West, half the rural people say they never or hardly ever are unable to get interesting programs when they want them.

"Do you ever have the radio turned off (when you could be listening) because you aren't interested in the programs that are on?" (If so) "Would you say this happens very often, now and then, or hardly ever?"

	North Central	South	West	All regions ^{17/}
Very often	30%	35%	23%	30%
Now and then	36	33	26	34
Hardly ever	5	9	6	7
Never	27	22	43	27
Not ascertained	2	1	2	2
	100%	100%	100%	100%
Number of cases	1178	1005	794	3251

In general, older people are rather more likely than young people to say that they very often have their radios off because of lack of interest in the available programs. This difference between age groups is less pronounced in the South than in the other regions, however (Table 20, Appendix A).

As would be expected, people who listen to radio little are considerably more likely than those who listen a great deal to be uninterested in available programs. Of those who listen less than 1 hour on a typical weekday, 52 percent say they very often have their radios off, when they could be listening, because they do not care for the programs. Only 24 percent of those who listen 4 to 6 hours, and 14 percent of those who listen 6 or more hours, give this answer (Table 21). People who feel that they would not be affected by the loss of radio service very frequently give this answer (47 percent); those who feel the radio is of great importance to them give it much less often (26 percent).

^{17/} Including the Northeast, which is not shown separately. See Appendix C, page 113.

II. ATTITUDES OF RURAL PEOPLE TOWARD RADIO PROGRAM SERVICE

PROGRAM PREFERENCES

THE KINDS OF PROGRAMS most highly valued by rural radio owners have already been indicated in their answers to the questions "What kind of program would you miss most if your radio gave out? What other kind would you miss?" These answers indicate only the kinds of programs that are most important to rural people, and do not provide information regarding the full range of their interests. For this purpose, a different kind of question was used; each person was asked to choose from the following list of kinds of programs "the five that you like best":¹⁸

News broadcasts	Classical music, like symphonies
Talks and discussions	Semi-classical music and popular music other than dance music
Sermons and religious programs	Dance music
Hymns and religious music	Brass bands
Oldtime fiddlers, singers and string bands	Farm market reports
Talks on farming and farm problems	Quiz programs
Entertainment programs and skits with comedians and popular singers	Complete dramatic plays
	Daytime serial stories
	Sports events and scores

Although asking for the kinds of programs that would be missed most is quite different from asking for those that are liked best, in that the two phrases propose different kinds of evaluation, the immediately apparent difference in the results obtained by the two questions is not in the kinds of programs but in the proportions of people choosing

¹⁸Because it was felt that the order in which the items were presented in a list might influence a person's choice, four different orders of the items were used and varied systematically throughout the regions of the country. Only one percent of the people interviewed refused to choose any program on the ground that they did not care for the radio or any of the programs. Fifteen percent, however, failed to choose as many as five programs although they were specifically asked to do so.

each of the various kinds. Most of the programs named in answer to the first question are chosen by a greater number of people in answer to the second. This fact results from another difference between the questions--that in the first instance the person was asked to name the most valued kind, and then an other kind, whereas in the second he was asked to choose five items.

News broadcasts are included
in more people's lists of favorites
than any other kind of program

The widespread interest in news programs indicated in rural people's statements about the kinds of programs they would "miss most" appears again when they are asked to choose their five favorite kinds from the list. Nine out of ten include news broadcasts among the preferred programs. News clearly outranks all the others in the list of 16; the next most popular program (oldtime music for men and religious music for women) is selected by only five out of ten. (See Figure 7.)

Among rural people, farm differ
from nonfarm, men from women,
in their program preferences

The outstanding differences between farm and nonfarm rural people (see Figure 8) are as follows:

1. The two types of farm programs appearing in the list, market reports and talks on farming and farm problems, are chosen, as would be expected, by much larger proportions of farm than of rural non-farm people. They appear fourth and sixth in the preferences of farm people, and drop to nearly the last two places in the preferences of nonfarm people. This difference is greatest between farm and nonfarm men, but also is clear between farm and nonfarm women (see Table 24 in Appendix A). Preference for these two types of programs is related to actual listening to each kind of program (see Tables 40 and 42).
2. Farm people choose religious music and religious programs more often than nonfarm people, while the latter show a distinct preference for the less serious kinds of programs, such as quiz programs, entertainment programs and skits with comedians and popular singers, dance music, and sports programs.
3. The only "entertainment" program preferred by more farm than non-farm people is oldtime music, which is mentioned by a much larger proportion of both groups than any other kind of music. However,

all the other kinds--dance, semi-classical, and classical music and brass bands--are preferred by more nonfarm than farm people.

Some of the farm-nonfarm differences appear also in the comparison of preferences of men and women, but the tastes of men and women differ in other respects too (Figure 7):

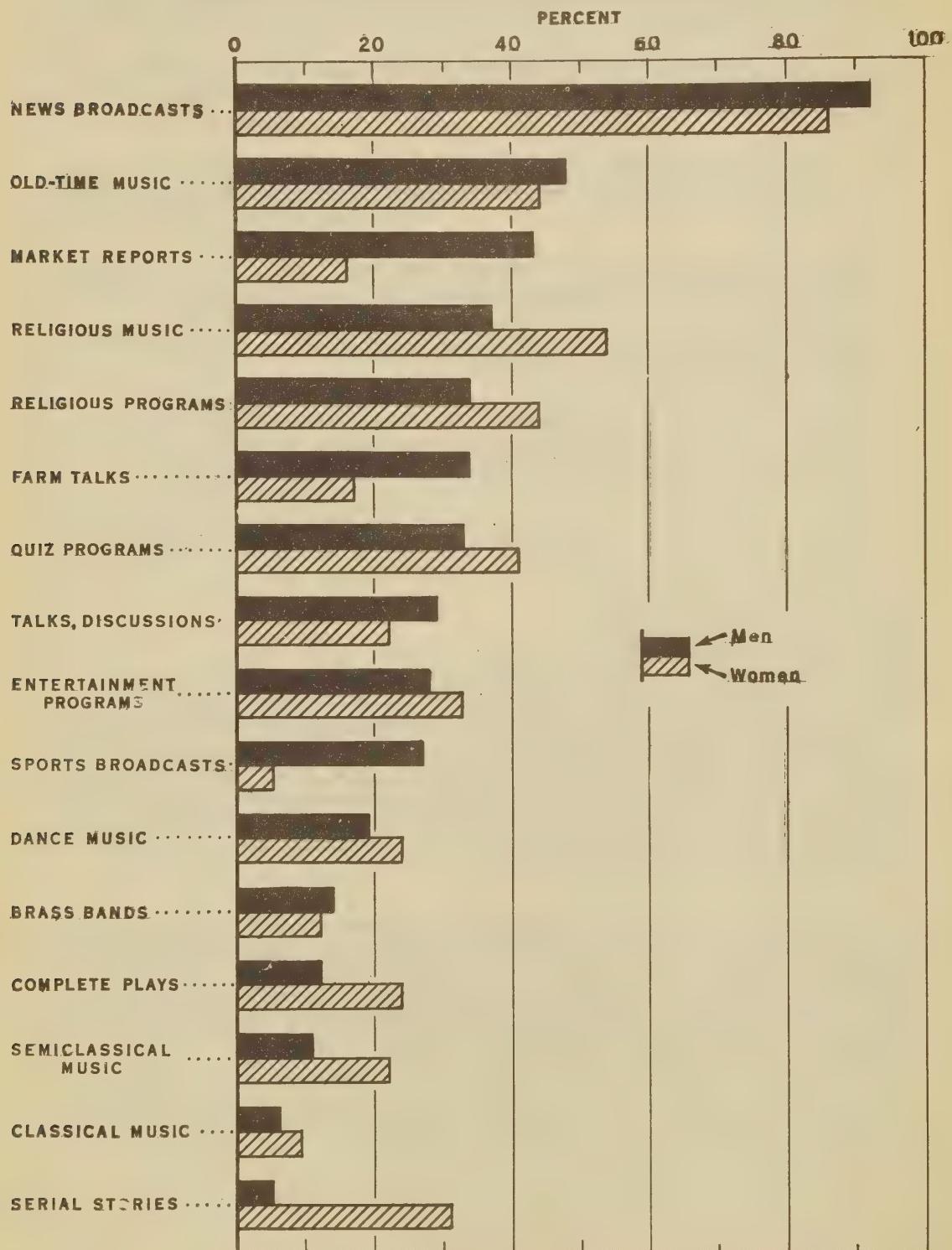
1. As would be expected, daytime serial stories are chosen far more often by women than by men, and sports broadcasts by far more men than women.
2. The greater preference of men for the two types of farm programs, market reports and talks on farming and farm problems, is marked.
3. Both religious music and religious programs rank higher with women than with men.
4. Various kinds of "entertainment" programs are preferred by more women than men--quiz programs, entertainment programs and skits with comedians and popular singers, and complete plays.
5. Men and women agree closely in their choice of news and oldtime music, both of which rank very high in their preferences.

People varying in education
and income also differ in
their program preferences

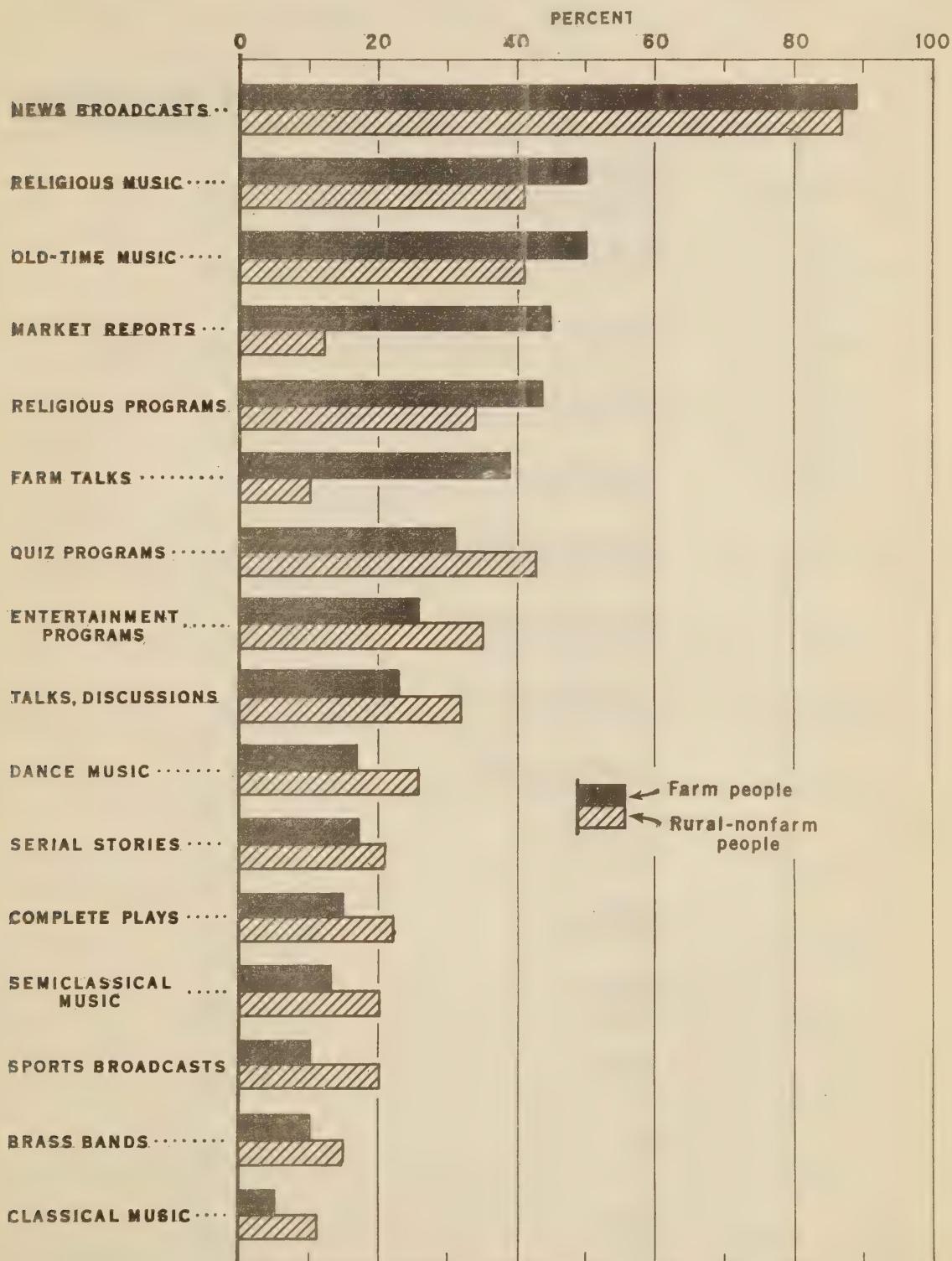
There are marked differences in the program preferences of people with differing educational backgrounds (Table 25). A considerably larger proportion of people with grammar school education than of people with college education show preference for both religious music and religious programs, and oldtime music. In contrast, a distinctly larger proportion of the people with college training prefer quiz programs, entertainment programs, talks and discussions, complete dramatic plays, and semi-classical and classical music.

People at various income levels differ in their preferences in much the same respects as those with differing educational backgrounds, which is not surprising in view of the close relation between income and education (Table 26). In the higher income groups both farm and nonfarm people show a greater preference for quiz programs, dance music, entertainment programs, and complete dramatic plays.

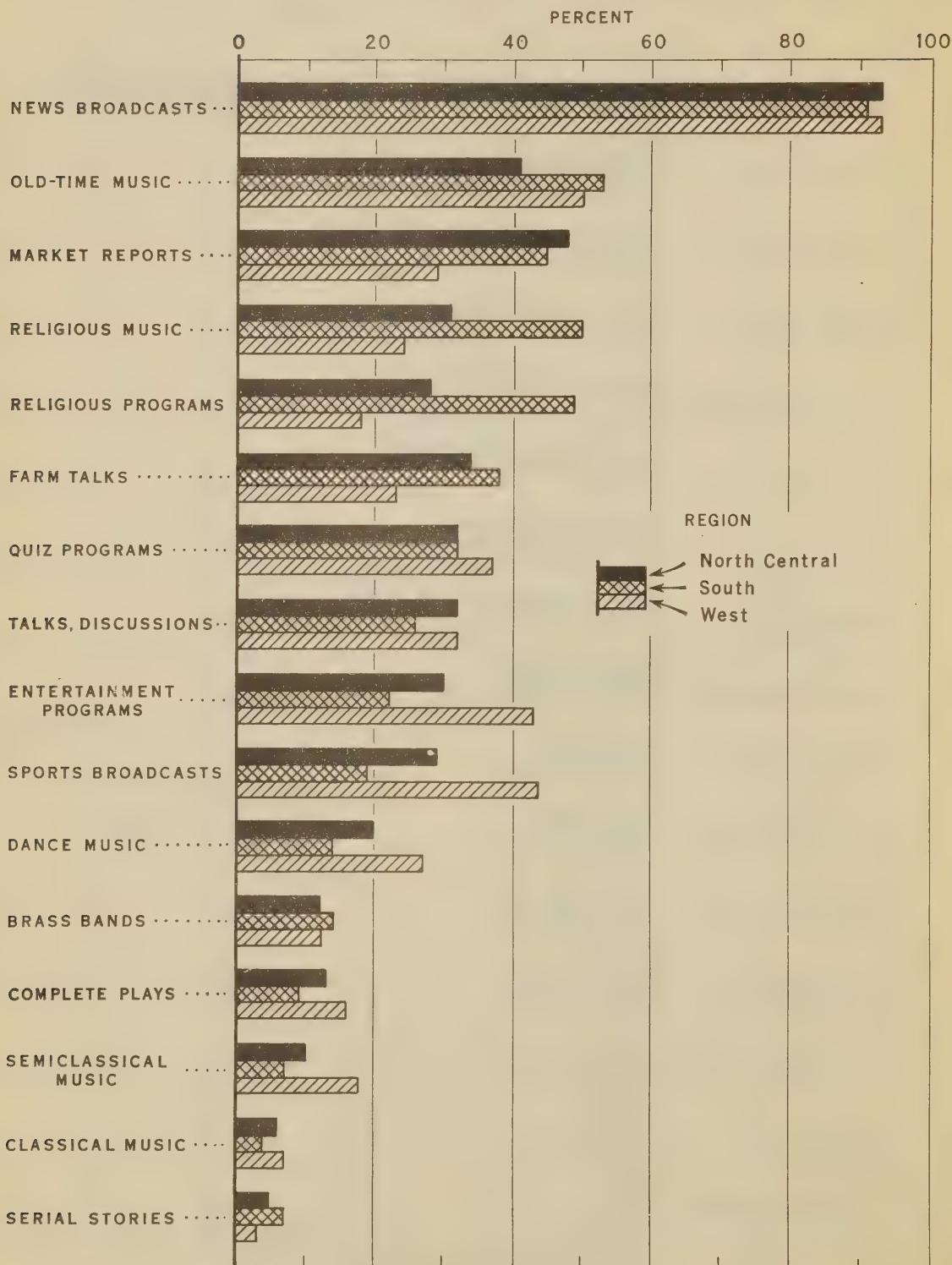
PROGRAM PREFERENCES
(FIVE PROGRAMS CHOSEN AS "LIKED BEST" FROM LIST OF 16 KINDS)



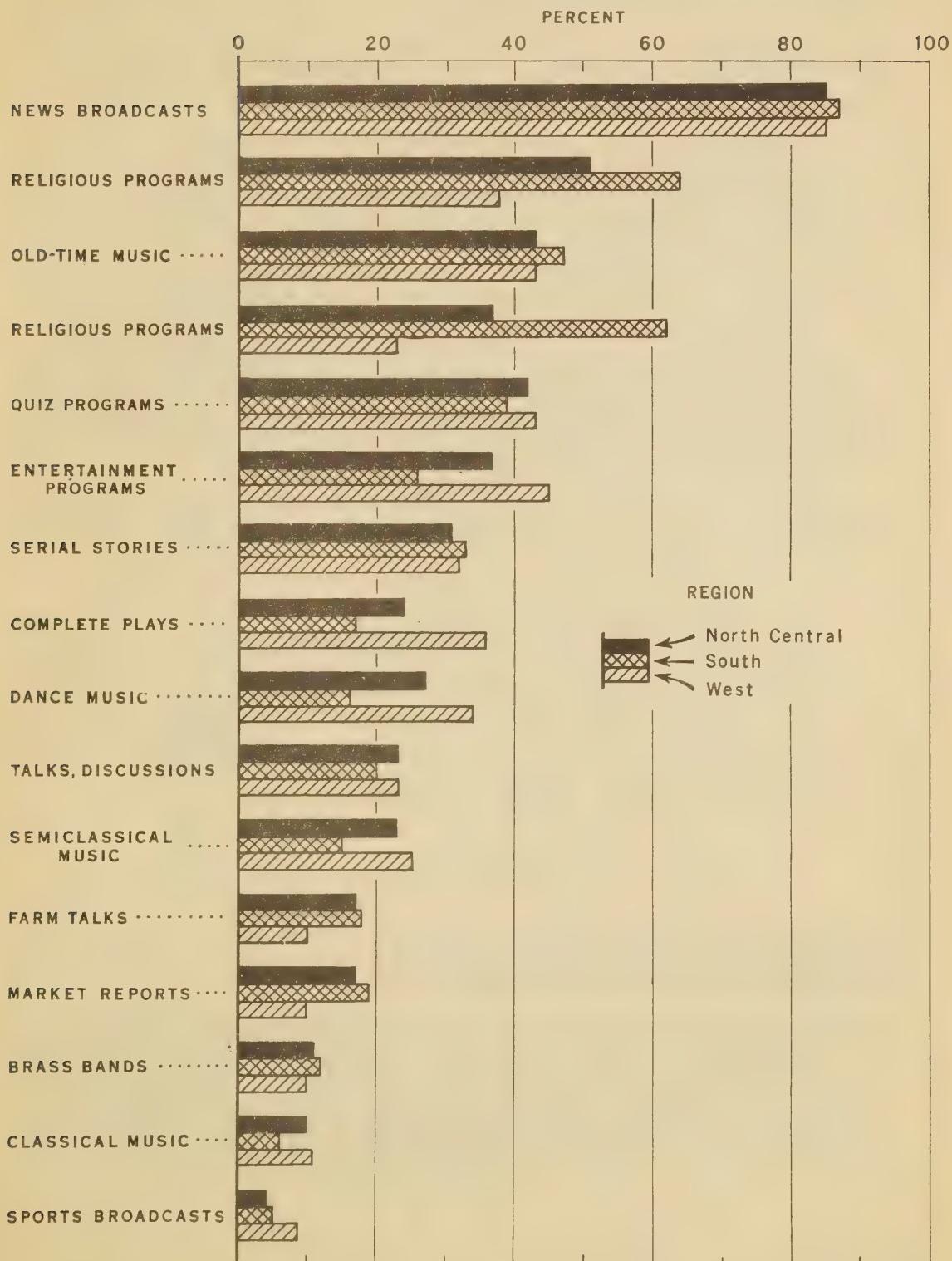
PROGRAM PREFERENCES
(FIVE PROGRAMS CHOSEN AS "LIKED BEST" FROM LIST OF 16 KINDS)



**PROGRAM PREFERENCES OF MEN
IN DIFFERENT REGIONS**



**PROGRAM PREFERENCES OF WOMEN
IN DIFFERENT REGIONS**



People in different regions
vary in their program preferences

News maintains its position at the head of the list in all regions. There is not such agreement, however, in the choice of other kinds of programs (see Figures 9 and 10).

1. Religious music and sermons and religious programs are special favorites of people in the South, both men and women. They rank somewhat lower for people in the North Central states, and are chosen by only half as many people in the West as in the South.
2. The difference between program tastes of people in the South and the West is pointed up by consideration of the relative position of entertainment programs and skits with comedians and popular singers. This type is chosen next to news by women in the West, and given fourth place by men there, as compared with seventh and ninth places by people in the South. Men and women in the North Central region stand between these two extremes, tending to resemble the people in the South rather than the West in their relative preference for this kind of program.
3. Western men rate sports events and scores higher than do the men in other parts of the country. Women in all regions lack interest in sports programs.
4. Market reports and talks on farming and farm problems appear high in the list of favorites of North Central men, and are chosen by approximately the same proportions of Southern men, even though they are outranked by a number of other kinds of programs in the latter group. Western men, on the other hand, choose them much less often than do men in any other part of the country. Their lack of interest in farm programs is confirmed by their reports of actual listening to such programs.

PROGRAMS DISLIKED

Serial stories, dance music,
and classical music are most commonly
named as "disliked" by rural people

In addition to finding out the programs preferred by rural people, it is necessary to find out the kinds of programs they do not care for in order to complete the scale of preference. The programs chosen least often from the list of sixteen kinds of programs are not necessarily those which are disliked, but may instead merely be those toward which people are indifferent.

Two questions were asked in order to find out the kinds of programs disliked:

"What kind of program on the radio don't you care anything about? Why don't you care for that?"

It will be observed that these questions give the person great latitude in the choice of answer but do not propose the naming of more than one or perhaps two types of disliked programs.^{19/} In considering the findings, it is important to recognize the fact that people are likely to name only programs with which they are familiar; if they never hear a certain type of program, they are of course not likely to name it as disliked.

Approximately one-fourth of all rural radio owners, both men and women, name serial stories as the kind of program they don't care anything about. The kinds of programs following serials in frequency of mention are shown in the following list. The percentages are much lower than in the preference tables because people had only one opportunity to name the kind of program they do not care for. Three percent of the rural people express no dislike, saying they like all programs.

"What kind of program on the radio don't you care anything about? Why don't you care for that?"^{20/}

	Men	Women
Serial stories	26%	23%
Dance music	16	16
Classical music	14	11
Opera	7	5
Sports broadcasts	3	7
Mystery stories	2	6
Oldtime music	2	3
Comedy programs	3	4

The fact that serial stories are chosen as a favorite program by approximately one-fourth of the women, and yet are first in the list of the disliked programs, means that about half the women have strong

^{19/} Approximately 20 percent of the people name two kinds of programs even though asked for only one. In these cases both are shown.

^{20/} For complete list, see Table 27 in Appendix A. Although the question was phrased so that people were to name the kinds of programs they disliked, 6 percent of the men and 3 percent of the women mentioned commercials and advertising.

feelings one way or the other about serial stories. None of the other types of programs elicits such pronounced reactions of both preference and dislike as serial stories. More is said later about their particular position.

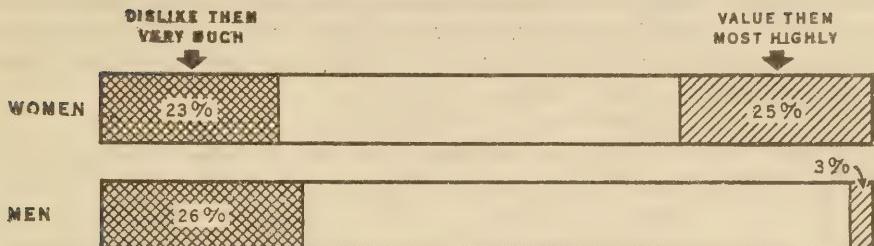
The same pattern of dislikes occurs throughout the various regions, except that more Southern women dislike dance music and jazz than dislike serial stories. (See Table 27 in Appendix A.) Interestingly enough, this dislike, in the South, of dance music and jazz is not related to age.

When asked why they do not like the programs they have named, most people tend simply to repeat in other phrases the statement that they do not like them, or are not interested in them (Table 28). A similar kind of logic appears in the most common reason given by those who dislike comedy programs--that such programs are "foolish," or "silly" although an element of moral disapproval may be implicit in this reason in some cases. More specific explanations of dislikes are infrequent: Mystery stories incur moral disapproval from a fourth of the people who name them as disliked. A fourth of those who name classical music, and an equal number of those who name opera, explain that they do not understand music of that kind.

Serial stories occupy a unique position
in the attitudes of rural listeners

There is no other kind of program toward which there is such divided feeling among rural radio owners as they display toward serial stories. Except in the South, they rank next to news in the proportion of women who name them as the kind of program they "would miss most"; in the South, they are outranked only by news and religious programs. On the other hand, they are disliked by one-fourth of the women and the same proportion of men, a greater proportion than name any other kind of program in this category. The remaining 61 percent of the rural radio-owning population may be thought of as between these two extreme groups and as having a much less intense reaction to serial stories.

ATTITUDES TOWARD SERIAL STORIES



U.S. DEPARTMENT OF AGRICULTURE

NEC, 45719 BUREAU OF AGRICULTURAL ECONOMICS

To illuminate the reasons for the differences in attitude toward serial stories among rural radio owners, those who value such programs highly are compared with the group who name them as disliked:

1. Ninety percent of all those who value serial stories highly are women, whereas only 51 percent of those who dislike them are women. Because the number of men who value serial stories highly is small, no comparisons are possible between the two groups of men. The discussion to follow applies only to women.

58% of the women who value serial stories spend four or more hours a day listening to the radio
38% of the women who dislike serial stories spend four or more hours a day listening to the radio.
2. There is a distinct difference between the two groups of women in the time they spend listening to the radio (Table 29).
3. Although radio is very important to the great majority in the two groups, it is somewhat more important to the women who would miss serial stories than to those who dislike them (Table 30).
4. The two groups differ in the reasons they give for valuing radio (Table 31). Although its function of providing news is important to both, this function is mentioned more often by the women who dislike serial stories (50 percent) than by those who would miss them (41 percent). Second to providing news, radio is valued by 31 percent of the women who would miss serial stories because it provides company, whereas only 17 percent of the women who dislike serials give this reason for valuing radio.

5. The two groups differ somewhat in various socio-economic characteristics. The women who value serial stories highly tend to be somewhat younger than those who dislike them, and also have slightly less education; 52 percent of those who value serials highly and 39 percent of those who dislike serial stories have only grade school education (see Table 32).
6. There are no differences between the two groups in regard to the region of the country in which they live (Table 32).

In summary, more of the women who value serial stories highly also value radio as a whole than do those who dislike serials, and, furthermore, they differ in their reasons for valuing it, emphasizing more the "company" the radio provides and the fact that the radio keeps them from getting lonesome. Those who dislike serial stories value radio more for the specific information they get from it, and depend less on it for diversion, as indicated both by the shorter time they spend listening to it daily and their less frequent mention of the "company" it provides. Those who dislike serial stories tend to be somewhat older and to have more education than those who value them highly.

DO PEOPLE GET ENOUGH OF PREFERRED PROGRAMS?

In the preceding part of this chapter rural people's program preferences--their likes and dislikes--have been described. These estimations of individual types of programs do not, however, permit any conclusion regarding the evaluation these people have of radio programming in general. To what degree do rural people believe that they are able to hear the programs they want to hear? Do they feel that their program preferences are fulfilled by the choice of programs that is available to them?

Five out of ten rural radio owners
feel there is no kind of program
they would like to hear more of

When asked whether there are any kinds of programs they would like to hear more of than they do now, 54 percent of rural radio owners say there are not. Regional comparisons are made in the following table:

"Suppose you had your way about the programs that are on the radio: are there any kinds of programs that you would like to hear more of than you do now?"

	North Central	South	West	All regions ^{21/}
Yes	41%	48%	41%	44%
No	56	51	58	54
Don't know, and answers not ascertained	3 <u>100%</u>	1 <u>100%</u>	1 <u>100%</u>	2 <u>100%</u>
Number of cases	1178	1005	794	3251

Rural radio owners in the South are a little more likely to say yes to the question than are those in other parts of the country. In the main, however, regional differences are not great; a majority of rural radio owners in each of the three regions have no feeling that present radio programming is inadequate.

People who listen most
most commonly want
more of certain programs

There is a distinct relation, more pronounced in the case of rural women than men, between hours they listen to the radio and the wish for more of certain kinds of programs.

52% of the women who listen to the radio four hours or more would like more of certain kinds of programs
35% of the women who listen less than two hours a day would like more of certain kinds of programs

This finding indicates that the people who listen more hours a day to the radio have greater interest in the programs radio provides. They not only listen more, they have a greater appetite for more of the kinds of things they hear.

^{21/} Including the Northeast, which is not shown separately.

Oldtime music, and religious programs
are most commonly mentioned as pro-
grams not heard often enough

"Suppose you had your way about the programs that are on the radio: are there any kinds of programs that you would like to hear more of than you do now? What are they?"²²

Say they would like more:	Of those who would like more programs:		
	North	Central	South
West			
Oldtime music	20%	16%	25%
Sermons and religious programs	13	27	6
Comedy programs	12	9	14
Religious music	10	32	6
Talks and discussions	10	6	12
Complete dramatic plays	7	5	12
Classical music	6	1	4
News programs	5	13	6
Talks about farming	6	9	3
Serial stories	4	5	5
Vocal music	4	7	2
Quiz programs	4	4	5
Music (kind not specified)	5	4	4
Popular music	5	3	3
Dance music, jazz	3	1	6
Sports	2	2	6
Semi-classical music	6	*	2
	**	**	**
Number of cases (those who say they would like more programs)	482	485	325

Oldtime music, religious music, and sermons and religious programs are the first three choices by the group as a whole. There are marked differences in the position of religious music and religious programs when the preferences of people in the different regions are compared. Each is mentioned by a larger proportion of people in the South than any other program in the other regions. People in the West show the least

²²/Two related questions were asked following this one. For discussion of them see Appendix B, Part II.

*Less than one percent.

**Columns each add to more than 100 percent as some people mentioned more than one kind of program.

desire for religious programs; they want more oldtime music, comedy programs, talks and discussions, and complete dramatic plays.

There is a noticeable similarity in the kinds of programs that people would like to have more of and those that they would miss most if their radios gave out. For example, the greater relative importance of religious programs to people in the South is apparent in the answers to both types of questions, whereas the greater interest of people in the West in such programs as comedy programs, sports, and talks and discussions appears in both comparisons.

RANGE OF INTEREST IN PROGRAMS

No questions were asked for the specific purpose of ascertaining the range of interest²³/rural people have in the programs available on their radios. Two questions that reflect range of interest were asked, however, and the answers to these two can be combined to give a measure of the extent to which rural radio owners find the range of radio programming attractive. The two questions are:

"Do you listen to your radio much?"

"Do you ever have the radio turned off (at times when you are not busy and could be listening) because you aren't interested in the programs that are on?"

It may be seen that both of these questions inquire into actual listening behavior. The first question is used to divide listeners into three groups who believe that they listen much, some, or little, respectively. The amount of listening a person does is determined in part, of course, by the amount of time he has available for listening, but within these limits it is undoubtedly influenced by the attractiveness to him of the programs that are on. The second question serves to divide listeners into three groups who say they very often, now and then, or never (or hardly ever) turn their radios off, when they might be listening, because they are not interested in the programs that are available. These answers may also be taken as indicating breadth of interest in the different kinds of programs.

When these two measures are combined, a scale is obtained which may be used as one index of range of interest in radio programs. The

²³/"Interest" is taken here to mean not only active selection of particular programs but also relatively passive acceptance of programs which have some attractiveness.

extremes of this scale are held by (1) those people who say they listen much of the time and never (or hardly ever) turn their radios off because they are not interested in the programs (Wide Interests) and (2) those people who say they listen little and very often have their radios turned off because they are not interested (Narrow Interests).²⁴ When these two groups are compared it is possible to see some of the factors that are associated with range of interest in radio programming.

Listeners with wide interests
nearly all value radio highly

It is not surprising that 9 out of 10 of the rural listeners classified here as having wide interests in programs feel they would miss radio a great deal if it were not available to them (Table 35). It would not be expected that many radio owners listen to a great many programs unless they derive some satisfaction from them.

The situation among listeners classified here as having narrow interests in programs is less simple. A sizeable proportion of these people seem to find little value in radio, but almost half of them value radio highly. Listeners with narrow program interests seem to be of two types; those whose range of interest in programs is limited but whose interest in the few programs they do hear is high, and those who have neither range of interest nor intensity of interest in a limited choice of programs.

Listeners with narrow interests
tend to stress the news and
information aspect of radio

Although an appreciable number of the listeners having narrow program interests do not value radio enough so that its loss would make any difference to them, those of this group who do feel that radio has value for them more often place emphasis on the news and information side of radio than they do on its entertainment features (Table 36). This is in contrast to the wide-interest listeners, who, while valuing the news and information service about as commonly as the narrow-interest listeners do, more often stress the entertainment value of radio.

²⁴/ Twenty percent of the radio owners of the survey fall into the category called here Wide Interests; 16 percent into the category Narrow Interests. The bulk of the distribution falls between these two extreme groups (Table 34).

It is significant that neither wide-interest nor narrow-interest listeners are more than ordinarily inclined to want more of certain kinds of programs than are available to them (Table 37). As a group, listeners with narrow program interests seem somewhat less likely to ask for additional programs than are listeners with wide program interests. People who listen little, and often turn their radios off because they don't find the programs interesting, seem to accept this as the natural state of affairs. They are not characterized by unusual insistence on improvements in programming.

Rural listeners with narrow interests
are more often men than women

When people with wide program interests and people with narrow program interests are compared on the basis of personal characteristics relatively few differences are found (Table 38). Men occur considerably more often in the narrow-interest group than they do in the wide-interest group. There is a significantly larger number of Western listeners in the wide-interest group than in the narrow-interest group. Range of program interest seems to be comparable among farm and rural nonfarm listeners. There is some tendency for the narrow-interest listeners to be less well educated, but this is not marked. The group with wide program interests contains somewhat more young people (under 30) and fewer older (over 60) people than are found in the other group. Complaints about reception troubles are represented similarly in the two groups. The number of stations heard well by the members of the two groups is also similar.

So far as these data indicate, there is no one segment of the rural radio audience which is characterized by having unusually wide or narrow interest in the range of programs radio provides. Rural men as a group seem to find radio programming less widely attractive than rural women.

III. RURAL INTEREST IN FARM PROGRAMS

THAT RADIO is of considerable business importance to many farmers has been made evident. Almost three farm men in ten of those who have radios give as a primary reason for their high evaluation of radio the fact that it is useful to them in their farm operations (page 9). Market reports are second only to news in the list of programs they say they would miss most if their radios were cut off (Table 22, Appendix A); two-thirds of them include market reports, and half include farm talks among their five favorite kinds of programs (Table 24).

Farm programs in general attract a large audience among rural people. They appeal primarily to farmers, although a considerable number of rural nonfarm people listen to programs on subjects which might be thought to be of interest only to farmers. Among those who own radios, 81 percent of farm and 47 percent of rural nonfarm people listen to programs giving weather reports, market reports, or talks on farming. Weather reports have the largest audience, but a substantial majority of farm people listen to the other two kinds of programs as well.

Proportions Who Listen to the Various
Kinds of Farm Programs^{25/}

	Farm	Rural nonfarm
<u>Listen to weather reports</u>	78%	42%
Daily or 6 times a week	61%	34%
1-5 times a week	17	8
Frequency not ascertained	3	5
<u>Listen to market reports</u>	61%	21%
Daily or 6 times a week	34%	9%
1-5 times a week	27	11
Frequency not ascertained	8	8
<u>Listen to farm talks</u>	67%	24%
4 or more times a week	23%	7%
1-3 times a week	33	14
Frequency not ascertained	11	3

^{25/} Tables 38-55 give in detail the findings briefly summarized in this chapter.

All these programs attract more listeners proportionately among men than among women. Half the farm housewives listen to weather reports daily and more than a fourth of them listen to market reports daily. As to talks on farming, while fewer farm women than farm men listen to them, those who do are evidently devoted listeners, for about the same proportion of farm women (15 percent) as of farm men listen to these programs every day.

Farm programs are of somewhat greater interest to North Central people than to people in the other regions. Weather reports especially attract a very large audience in the North Central states. Three-fourths of the farm people and almost half the rural nonfarm people in that region say they listen to weather reports daily. Forty-three percent of the North Central farm people listen to market reports daily.

More than eight in ten farm people
who listen to farm programs
say they find them useful

In answers to direct questions--"Would you say these weather reports (market reports, talks and discussions about farming) are of any help to you?"--83 to 89 percent of those farm people who listen to these kinds of programs say they find them useful. (Among nonfarm people, 57 to 70 percent give this answer for the different kinds of farm programs.)

Weather reports are valued for their help in planning work, market reports mainly as a preparation for selling products.

Farm talks are regarded as being generally instructive and educational, and helpful in increasing efficiency. Nonfarm housewives often value the information these programs provide about gardening and food preservation.

It is notable that talks on farming are equally interesting to farmers in all income groups and of all degrees of education. About the same proportions listen in all groups, and whatever the income or educational level well over 80 percent of the listeners say the programs are beneficial.

Farmers who are 30 years of age or older have a greater tendency to listen to farm talks than have the younger farmers, but among those younger farmers who do listen (half of the under-30 group), at least as large a proportion say these programs are of help as among the older listeners.

Noon is the time
at which most people
listen to farm programs

People who listen to market reports or farm talks are more likely to tune in on them at noon than at any other one part of the day.

Of those who listen to market reports,

- 24% listen in the morning
- 9% listen in the late morning
- 59% listen at noon
- 4% listen in the afternoon
- 6% listen in the evening^{26/}

In answer to a direct question, about one in ten says that he would like to have market reports broadcast at another time of day than that at which he now listens to them. Thirty percent of the group wanting this change ask for morning broadcasts, 25 percent for noon, 40 percent for evening broadcasts. Only a very small proportion listen in the afternoon, and almost no one names the afternoon as a more desirable time for listening to such broadcasts.

Of those who listen to farm talks,

- 26% listen in the morning
- 10% listen in the late morning
- 44% listen at noon
- 6% listen in the afternoon
- 11% listen in the evening^{27/}

Again, about one in ten says in answer to a direct question that he would like to have farm talks broadcast at a different time from the time at which he ordinarily hears them. Over half those wanting a

^{26/} In addition, one percent of the listeners were unable to say at what time they listen, and the listening time of 6 percent was otherwise not ascertained. The percentages come to more than 100 because a small proportion of the listeners named more than one time of day.

^{27/} Three percent could not say what their usual time of day is for listening to farm talks, and the listening time of 5 percent was otherwise not ascertained. A small proportion named more than one time of day.

change would like to have farm talks broadcast in the evening. Most of the remainder ask for noon broadcasts.

People who listen to weather reports generally do so in the morning (51 percent) or at noon (36 percent). One in 12 would like to be able to tune in on weather reports at some other time than the time at which he ordinarily gets them (see Table 48 in the Appendix).

IV. HOW QUALITY OF RECEPTION AFFECTS RURAL PEOPLE'S ATTITUDES TOWARD RADIO

ALTHOUGH THIS SURVEY was not specifically designed to provide information about the number of stations that rural listeners can hear in the different regions, or on the prevalence of various kinds of reception difficulties, it does make possible an examination of the relation of these factors to the attitudes of rural people toward radio.

It would perhaps be expected that lack of clarity and dependability of reception, by limiting a person's enjoyment of his radio, would tend to reduce radio's importance to him. But it has already been indicated (page 3) that neither the amount of reception difficulty reported nor the degree of choice among stations bears on how important people say radio is to them. People whose radios do not function well and people with no choice of stations seem to value radio highly about as often as those whose enjoyment of it is not handicapped in these ways.

It might be expected also that people whose choice of stations is very limited would more often be unable to find programs of interest to them than people who can choose among the programs of a number of stations. The survey indicates that this supposition is likewise incorrect.

People with limited choice of stations
are not much more likely than those with
wide choice to say they often have their
radios off because of lack of interest in
programs available

It has been shown (Table 16) that the number of stations people can hear well on their radios, either at night or in the daytime, bears little relation to the amount of time they say they spend listening to their radios. It is consistent with that finding that people whose choice of stations is very limited are not much more likely than people who can hear several stations well to say they are frequently unable to find programs that interest them when they want to listen. Nor are they more likely to say they would like more of certain kinds of programs, or that they would like changes in the time schedules of any particular kinds of programs:

"Do you ever have the radio turned off (when you could be listening) because you aren't interested in the programs that are on?"

	Men who can hear the following number of stations well in the daytime:			Women who can hear the following number of stations well in the daytime:		
	None or one	Two or three	Four or more	None or one	Two or three	Four or more
Very often	30%	31%	29%	31%	29%	26%
Now and then	34	32	35	34	37	39
Hardly ever	6	7	5	7	9	8
Never	30	29	29	26	25	26
Not ascertained	*	1	2	2	*	1
	100%	100%	100%	100%	100%	100%
Number of cases	530	543	323	649	627	381

	Men who can hear the following number of stations well in the evening:			Women who can hear the following number of stations well in the evening:		
	None or one	Two or three	Four or more	None or one	Two or three	Four or more
Very often	30%	31%	30%	33%	31%	25%
Now and then	30	34	34	32	34	40
Hardly ever	3	7	6	5	9	9
Never	36	27	29	28	26	25
Not ascertained	1	1	1	2	*	1
	100%	100%	100%	100%	100%	100%
Number of cases	267	556	532	339	635	652

*Less than one percent.

"Suppose you had your way about the programs that are on the radio, are there any kinds of programs that you would like to hear more of than you do now?"

Of the people who can hear well during the daytime:			
	No station or one	Two or three stations	Four or more stations
Yes	46%	46%	45%
No	53	53	53
Not ascertained	1 100%	1 100%	2 100%
Number of cases	1179	1170	704
Of the people who can hear well at night:			
	No station or one	Two or three stations	Four or more stations
Yes	40%	48%	46%
No	59	51	53
Not ascertained	1 100%	1 100%	1 100%
Number of cases	606	1191	1184

Relatively few rural radio owners have experienced better reception than they now have

The foregoing findings suggest that, for rural people, the service radio performs in providing contact with the world at large--keeping them informed of the news day by day and lessening the isolation that may characterize a large part of their everyday life--is of great value and that they are not disposed to look for shortcomings in the radio service to which they have access.

This acceptance of things-as-they-are on the radio is the more likely to be the case because few rural radio owners have had a chance to enjoy better reception, at least in their own homes, than they now have. Only 17 percent say they have ever lived where reception was better than it is where they now live.

People who have had the pleasure of good reception at many points on their radio dials might be annoyed by the limitations that some rural radio owners report. But those who have not had that experience seem willing to accept what they have.

V. RURAL PEOPLE WHO HAVE NO RADIOS
OR WHOSE RADIOS DO NOT WORK

A FOURTH of the rural households do not have radios that are now in working order. About half of this group have had radios within the last 5 years, but either have given them up or have not kept them in repair. The other half have had no radios for at least 5 years--in most cases have never had them.

SOCIO-ECONOMIC CHARACTERISTICS

Farm homes, especially in the South,
are more likely to be without radios
than are other rural households

Farm households are more likely to be without radios than are rural nonfarm households. In the country as a whole, 3 out of 10 farm households, as against 2 out of 10 rural nonfarm households, do not have radios that are in working order (see the Table on page ii)..

Radios are least common in the rural South. Whereas only 3 out of every 20 rural households in the other regions are now without working radios, in the South 8 out of every 20 are without them. All but 1 in 20 rural households in the other regions have had working radios at some time within the last 5 years, but in the South 5 out of 20 have never had any.

Well over half the rural Negro households of the country, and less than a tenth of rural white households, have never had radios. Consequently, although only about a tenth of the rural households are Negro, 45 percent of those that have never had radios are Negro households.^{28/}

^{28/} For the relations of socio-economic characteristics to ownership or non-ownership of radio, see the Appendix, Tables 1-4. Table 1 shows what proportions of each of various subgroups of the rural population--for example, different income groups, different age groups, different education groups--do not own radios. Table 3 presents the same findings in another way; it shows, for example, what proportion of non-owners is in each income group, what proportion in each age group, and so on.

The lower the income of the household, the more likely it is to be in the group that have never had radios. Likewise, the lower its educational level (as measured by the number of years of schooling the head of the household has had), the more likely it is to be in that group.

Rural homes that lack radios
usually lack telephones and daily papers also

The rural households that have never had radios represent in a sense the most "isolated" portion of the population. Ninety-six percent of them have no telephones. Only one-fourth of them take daily papers. Only a third take any magazines.²⁹

To some extent this isolation characterizes also those rural households that have given up their radios or not kept them in repair. Eighty-two percent of these households are without telephone, 38 percent take no papers.

The remainder of this chapter deals separately with the two groups of rural households that do not have working radios: first with the group who have had radios at some time within the last five years, and then with the group who have not had radios at any time during that period. Although most of the first group still have their non-functioning sets in their homes, for convenience in discussing them they are occasionally referred to hereafter as "former owners."

²⁹/See Tables 2 and 4 in the Appendix. Here again the findings are shown in two ways. Table 2 shows, for example, how many of those who are without telephones are also without radios; Table 4 shows the reverse--how many of those who are without radios are without telephones.

PEOPLE WHO HAVE GIVEN UP THEIR RADIOS
OR WHOSE RADIOS NO LONGER WORK

A good many rural households
have sets that do not work

Of those rural households that have had but do not now have radios in working order,

82% still have radios in the house. Their radios have been out of order:

2 to 6 months	29%
Over 6 months to a year	25%
Over 1 year to 2 years	19%
Over 2 years to 3 years	7%
Over 3 years to 5 years	2%

17% have no radios in the house now.^{30/} They have been without them:

One year or less	8%
Over 1 year to 2 years	3%
Over 2 years to 3 years	2%
Over 3 years to 5 years	4%

In 4 out of 10 of these households it is reported that the batteries gave out, a fifth had trouble with tubes, and 8 percent say that electricity is not available where they now live. The others report that "the speakers have burned out", or that they need parts or aerials, or (6 percent) that they don't know what the trouble is.

Most of those who no longer have their radios say they sold them or gave them away. The others discarded them, lost them in fires, or give no explanation of what happened to them.

Wartime shortages are the reason
most people give for not repairing
or replacing their radios

Why do these people not have their radios repaired or replaced? Most of them give wartime shortages as the reason. Only 3 percent say specifically that it is because they are not sufficiently interested in radio.

^{30/} What happened to the radios of the remaining one percent of the group was not ascertained. Total number of households = 320.

"Have you ever thought of getting your radio fixed or getting another radio?" (If yes) "How does it happen that you haven't done this?" (If no) "How does it happen that you don't want to do this?"

No batteries available	53%
No radio sets available	12
No repair service available	6
No electricity available	7
Cannot afford repairs or replacement	6
Lack of interest	3
Miscellaneous reasons	2
Now having radios repaired	3
Reasons not ascertained	8
	100%
Number of households	320

Most of these people
miss their radios very much

Half the people who no longer have working radios of their own listen to other people's radios at times, but only a small proportion do so even as often as once a week:

- 5% listen daily to other people's radios
- 10% listen several times a week
- 22% listen between once a week and once a month
- 7% listen about once a month.

For the most part, former radio-owners say they miss their radios greatly. As Chapter I shows, 72 percent of the people who now have working radios think it would make a great deal of difference to them to lose the use of their sets. Almost exactly the same proportion of people who have actually experienced losing the use of their sets say the loss made a great deal of difference to them. Compare the following table with the one on page 3:

"How much difference did it make to you when your radio gave out?

A great deal of difference	73%
Some difference	11
Little or no difference	15
Not ascertained	1
	<u>100%</u>
Number of cases (individuals)	535

The reasons former owners give for missing the radio are similar to those given by present owners in answer to a similar but hypothetical question (compare Tables 57 and 59 in the Appendix). The value of radio as a source of news is the most common reason both of former and present owners. The value of radio as "company" or as a source of entertainment is referred to equally often by the two groups.

Comments made by former radio-owners show awareness of their own isolation, and of the value of radio as a means of communication with the rest of the world:

"It would help us lots because we don't know how to read and write and we live so far out in the country."

"I enjoyed it at night when I was by myself. We can't get no paper.....Want to hear the Government making a speech. I want to know what's happening."

"Seemed like I was a hundred miles from my neighbor."

Former radio-owners express
considerable interest in farm programs

Among former owners, three-fourths of the farm and two-thirds of the rural nonfarm people say they used to listen to farm programs giving weather reports, market reports, or talks about farming.

Of those who say they used to listen, nine-tenths of the farmers and three-fourths of the nonfarmers report that the programs were of help to them. Weather reports and price quotations are most frequently named as the specific information that was helpful.

"Would you say these (farm programs) were of any help to you? In what ways?"

<u>Programs were of help</u>	84%
Weather forecasts helpful; help in planning work	39%*
Generally educational and informative	33
Helped by giving prices (buying and selling)	21
Gave information on home gardens, food preservation, and other subjects of interest to the housewife	10
Gave information regarding production or marketing of livestock	4
Gave information regarding control of pests and diseases	3
Gave information regarding production or marketing of field crops	2
Gave information regarding production or marketing of poultry and eggs	3
Miscellaneous	1
No reason given	2
<u>Programs were of no help</u>	14
Opinions of helpfulness not ascertained	2
	<u>100%</u>

Number of cases
(only those who said they used to listen to farm programs)

Program tastes of former radio owners resemble those of people with radios

In general, former owners miss the same kinds of programs as people with radios say they would miss if their radios stopped functioning.
(Compare the following table with Table 22 in the Appendix.)

*Percentages in this column add to more than the subtotal because some farmers named more than one way in which the programs were helpful.

"What kind of program do you miss most?"
"What other kind do you miss?"

News	66%*
Oldtime music	25
Sermons and religious programs	24
Serial stories	15
Religious music	9
Music (kind not specified)	9
Market reports	8
Comedy programs	6
Farm talks	6
Don't know	4
Don't care for radio or any programs	2
Not ascertained	7

When naming the kinds of programs they do not care for, former owners again make about the same choices as do present owners (see page 29).

"What kind of program on the radio
don't you care anything about?"

Serial stories	19%**
Dance music, jazz	19
Classical music	11
Opera	8
Sports programs	4
Mystery stories	3
Don't know	2
Like all programs	18
Don't care for radio or any programs	4
Not ascertained	4

Some minor differences in the relative proportions of former and present owners who name certain programs as valued or disliked are

*Programs named by fewer than 5 percent are not shown. Nevertheless, the column adds to more than 100 percent because most people named at least two kinds of programs in answer to the two questions. (Number of cases: 535).

**As in the case of present radio owners, 5 percent named commercials in answer to this question (page 29). About a third of the group named more than one kind of program in answer to the one question, but the table adds to less than 100 percent because programs named by less than 4 percent are not included in it. (Number of cases: 535).

probably traceable to the regional and economic differences of the two groups. For example, the somewhat more frequent mention, by former owners, of religious programs and oldtime music as the kinds of programs they miss most is probably due to the greater representation of the South in this group; these same programs are highly valued also by those in the South who are radio owners.

The similarity of owners' and former owners' answers to questions dealing with how much and why they value radio and the kinds of programs they value most has been stressed here partly because of its methodological interest. For owners, these questions were phrased hypothetically--that is, "How much difference would it make to you if your radio gave out?" and "What kinds of programs would you miss most?" The close correspondence between the answers of former owners and those of present owners indicates that the hypothetical questions posed to the latter group drew forth realistic reactions.

PEOPLE WHO HAVE NEVER HAD RADIOS

Why some rural people have never had radios

About one-third of the people who never had radios say it is because they can't afford them. An additional group of 12 percent say they have "never been able to buy one." This ambiguous statement probably means for some that a lack of money kept them from buying, and for some that radios are not now available. About a fourth say they have never had radios because sets, batteries, or electricity are not available. Ten percent say they just don't want a radio, or are not interested because of poor hearing, old age, or nervousness. Poor radio reception is mentioned by only one percent as a reason for not having a set.

"How does it happen you never had a radio?"

Can't afford it	31%)
Couldn't afford it when radios were available	5)
Have never been able to buy one	12)
Radios or batteries not available	12)
Electricity not available	11)
Don't want one	10)
Have access to someone's radio	1)
Poor reception in area	1)
Can get the news from the newspaper	*)
Miscellaneous reasons	7	
Don't know why	2	
Reason not ascertained	8	
	100%	
Number of households	315	

Since two-thirds of the households that have never had radios are in the lowest income group, both farm and nonfarm (see Table 3), it is not surprising that nearly half of them give economic reasons for not having radios. These particular reasons are expressed by 67 percent of all the Negro households without radios and by 31 percent of all white households without radios.

An overwhelming majority of the rural people who have never had radios would like to have them

Asked "Would you like to be able to listen to a radio in your house?", 85 percent of those who have never had radios say they would, only 15 percent that they would not.

The reasons they give for wishing they had them indicate that they value radio in much the same way as do those who are now owners, (see Table 57, Appendix A). That radio provides news and would enable them to keep up with the events in the world is by far the most frequently mentioned reason. That it provides "company" and entertainment is mentioned much less often, but this function is clearly important to the people mentioning it, as comments of this character indicate:

"Poor people don't have much entertainment."

*Less than one percent.

A fairly high proportion say they would like to have radios so they could listen to particular programs.

The 15 percent who say they would not care to have radios say they dislike the programs (2 percent), that they find the noise irritating (2 percent), that ill health, bad hearing, or the like prevent them from enjoying it (3 percent), or give miscellaneous reasons or no reasons at all.

Two-thirds of those who have never had radios of their own have opportunities to listen to radio occasionally, most of them not more than once a week.

"Do you ever get a chance to listen to a radio these days? About how many times a month would you say you generally listen?"

Have opportunity to listen	68%
----------------------------	-----

Daily	5%
Several times a week	11
Once a week to once a month	31
Once a month	16
Frequency not ascertained	5

Never have opportunity to listen	32
	100%

Number of cases	507
-----------------	-----

Six out of 10 rural people
who have never had radios
would like to hear
news programs most of all

News programs are named by 61 percent as the kind of program they "would like most to hear." Twice as many would like most to hear news as any other kind of program.

"What kind of program would you like most to hear?" "What other kind of program would you like to hear?"

News	61%*
Sermons and religious programs	32
Religious music	29
Oldtime music	15
Music (kind not specified)	9
Talks on farming	8
Market reports	7
Weather reports	7
Dance music, jazz	6
Vocal music	6
Like all kinds of programs	3
Don't know	2
Don't care for radio or any programs	4
Not ascertained	1

"What kind of program on the radio don't you care anything about?"

Dance music and jazz	21%**
Serial stories	10
Classical music	10
Sports programs	6
Like all kinds of programs	16
Don't know	7
Don't care for radio or any programs	6
Not ascertained	7

These particular program preferences resemble most closely those expressed by radio owners in the South, where religious programs are liked and dance music and jazz are disliked by many. This regional similarity is to be expected, as 75 percent of the households that have never had radios are located in the South.

*Programs named by fewer than 5 percent of the group have been omitted. The figures add to more than 100 percent because most people named two or more kinds of programs in answer to the two questions.

**Programs named by fewer than 5 percent of the group have been omitted. The percentages therefore add to less than 100. Few gave more than one answer to the one question asked on this point.

APPENDIX A. TABLES REFERRED TO IN TEXT

RADIO OWNERSHIP

Table 1. Relation of Income, Age, Education, and Race
of Head of Household to Radio Ownership

	Percent who are:			Total	
	Radio owners	Former owners ^{1/}	Non-owners ^{1/}	Per-cent	Number of households
INCOME, FARM HOUSEHOLDS					
(Annual cash income from farm)					
Under \$750	40	22	38	100	321
\$750-1749	67	18	15	100	316
\$1750-2999	86	10	4	100	216
\$3000 and over	93	6	1	100	271
INCOME, NONFARM HOUSEHOLDS					
(Weekly income of head)					
\$25 or less	57	19	24	100	311
\$26-45	81	10	9	100	345
\$46-65	91	8	1	100	262
Over \$65	92	7	1	100	177
AGE					
Under 30 years	60	18	22	100	278
30-44 years	74	15	11	100	810
45-59 years	76	13	11	100	838
60 years and over	74	10	16	100	561
EDUCATION					
Some grammar school	52	18	30	100	803
Completed grammar school	79	14	7	100	747
Some high school	85	10	5	100	414
Completed high school	92	6	2	100	329
College	91	8	1	100	202
RACE					
White	79	13	8	100	2,257
Negro	21	21	58	100	233

^{1/} For precise definition, see page iii.

Table 2. Relation of Having Telephone and Subscribing for Periodicals to Radio Ownership

	Percent who are:			Total	
	Radio owners	Former owners ^{1/}	Non-owners ^{1/}	Per- cent	Number of households
TELEPHONE OWNERSHIP					
Have telephones	91	7	2	100	865
Have no telephones	64	16	20	100	1,664
NEWSPAPER SUBSCRIPTIONS					
Take daily newspapers	86	9	5	100	1,687
Take weekly papers	62	18	20	100	290
Take no papers	41	23	36	100	532
MAGAZINE SUBSCRIPTIONS					
Take three or more magazines	91	7	2	100	927
Take one or two magazines	68	18	14	100	766
Take no magazines	58	17	25	100	818

^{1/} For precise definition, see page iii.

Table 3. Socio-economic Characteristics of Heads of Households
Owning and Not Owning Radios^{2/}

	Radio owners	Former owners ^{1/}	Non-owners ^{1/}
INCOME, FARM HOUSEHOLDS			
(Annual cash income from farm)			
Under \$750	17%	41%	64%
\$750-1749	26	31	22
\$1750-2999	21	10	4
\$3000 and over	26	7	1
Not ascertained	10	11	9
	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of households	907	197	213
INCOME, NONFARM HOUSEHOLDS			
(Weekly income of head)			
\$25 or less	19%	44%	62%
\$26-45	28	34	24
\$46-65	21	14	2
Over \$65	16	8	1
Not ascertained	16	10	11
	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of households	993	123	102
AGE			
Under 30 years	9%	15%	18%
30-44 years	32	36	26
45-59 years	34	31	26
60 years and over	23	17	27
Not ascertained	2	1	3
	<u>100%</u>	<u>100%</u>	<u>100%</u>
EDUCATION			
Some grammar school	24%	47%	74%
Completed grammar school	32	31	16
Some high school	18	11	6
Completed high school	14	5	2
College	10	4	1
Not ascertained	2	2	1
	<u>100%</u>	<u>100%</u>	<u>100%</u>

CONTINUED ON NEXT PAGE

^{1/} For precise definition, see page iii.

^{2/} It will be observed that whereas Table 1 shows, for example, how many households of a particular income own radios, this table shows how many households that own radios have a particular income.

Table 3. (continued)

Radio owners Former owners^{3/} Non-owners^{3/}

RACE

White	95%	82%	53%
Negro	3	17	45
Other	*	*	1
Not ascertained	2	1	1
	<u>100%</u>	<u>100%</u>	<u>100%</u>

Number of households 1900 320 315

Table 4. Telephone Ownership and Subscriptions to Periodicals
Among Households Owning and Not Owning Radios

Radio owners Former owners^{3/} Non-owners^{3/}

TELEPHONE OWNERSHIP

Have telephones	41%	18%	4%
Have no telephones	59	82	96
	<u>100%</u>	<u>100%</u>	<u>100%</u>

NEWSPAPER SUBSCRIPTIONS

Take daily papers	75%	46%	23%
Take weekly papers	11	16	18
Take no papers	13	38	59
Not ascertained	1	0	*
	<u>100%</u>	<u>100%</u>	<u>100%</u>

MAGAZINE SUBSCRIPTIONS

Take three or more magazines	44%	18%	6%
Take one or two magazines	29	40	31
Take no magazines	26	41	61
Not ascertained	1	1	2
	<u>100%</u>	<u>100%</u>	<u>100%</u>

Number of households 1900 320 315

^{3/} For precise definition, see page iii.

*Less than one percent.

IMPORTANCE OF RADIO

Table 5. Importance of Radio to Farm and Nonfarm Men and Women^{4/}

Say loss of radio would make:	Farm		Nonfarm	
	Men	Women	Men	Women
A great deal of difference	69%	78%	63%	76%
Some difference	16	12	15	11
Little or no difference	13	9	19	12
Not ascertained	2	1	3	1
	100%	100%	100%	100%
Number of cases	800	822	710	919

Table 6. Importance of Radio to People in Different Regions^{4/}

Say loss of radio would make:	North	Central	South	West	All regions ^{5/}
	Central	South	West		
A great deal of difference	70%	75%	73%	72%	
Some difference	14	11	15	13	
Little or no difference	14	13	11	13	
Not ascertained	2	1	1	2	
	100%	100%	100%	100%	
Number of cases	1452	1005	794	3251	

^{4/} Based on answers of rural radio owners to the question "How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more?"

^{5/} Including the Northeast, which is not shown separately.

Table 7. Importance of Radio to Men and Women of Different Ages⁶

	Men			
	Under 30	30-44	45-59	60 and over
Say loss of radio would make:				
A great deal of difference	67%	63%	69%	67%
Some difference	16	18	14	14
Little or no difference	14	17	15	17
Not ascertained	<u>3</u> <u>100%</u>	<u>2</u> <u>100%</u>	<u>2</u> <u>100%</u>	<u>2</u> <u>100%</u>
Number of cases	120	498	540	331
Women				
	Women			
	Under 30	30-44	45-59	60 and over
Say loss of radio would make:				
A great deal of difference	76%	80%	79%	68%
Some difference	14	11	10	13
Little or no difference	9	9	10	15
Not ascertained	<u>1</u> <u>100%</u>	<u>*</u> <u>100%</u>	<u>1</u> <u>100%</u>	<u>4</u> <u>100%</u>
Number of cases	273	610	543	258

Table 8. Importance of Radio to People of Different Educational Backgrounds⁶

	Grammar school	High school	College
Say loss of radio would make:			
A great deal of difference	70%	74%	76%
Some difference	14	13	13
Little or no difference	14	12	10
Not ascertained	<u>2</u> <u>100%</u>	<u>1</u> <u>100%</u>	<u>1</u> <u>100%</u>
Number of cases	1644	1213	333

⁶/ Based on answers of rural radio owners to the question "How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more?"

*Less than one percent.

Table 9. Importance of Radio to People in Different Income Groups⁶

Farmers with yearly cash farm incomes of:				
	Under \$750	\$750-\$1750	\$1750-\$3000	\$3000 and over
Say loss of radio would make:	\$750	1749	2999	and over
A great deal of difference	81%	74%	73%	72%
Some difference	9	17	16	16
Little or no difference	9	8	10	11
Not ascertained	1	1	1	1
	100%	100%	100%	100%
Number of cases	239	397	347	467

Nonfarmers with weekly incomes of:				
	\$25 or less	\$26-\$46	\$46-\$65	Over \$65
Say loss of radio would make:				
A great deal of difference	70%	70%	72%	70%
Some difference	10	13	12	16
Little or no difference	17	15	14	14
Not ascertained	3	2	2	*
	100%	100%	100%	100%
Number of cases	267	499	431	282

⁶/ Based on answers of rural radio owners to the question "How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more?"

*Less than one percent.

Table 10. Importance of Radio to People With and People Without Telephones and Daily Papers^{6/}

Say loss of radio would make:	People who have telephones		People who have no telephones	
	Farm	Nonfarm	Farm	Nonfarm
A great deal of difference	70%	69%	76%	72%
Some difference	16	14	12	12
Little or no difference	12	15	11	14
Not ascertained	2	2	1	2
	100%	100%	100%	100%
Number of cases	671	668	948	956

Say loss of radio would make:	People who have telephones and take daily newspapers		People who have no telephones and do not take newspapers	
	Farm	Nonfarm	Farm	Nonfarm
A great deal of difference	70%	69%	75%	72%
Some difference	15	14	14	14
Little or no difference	13	15	10	13
Not ascertained	2	2	1	1
	100%	100%	100%	100%
Number of cases	583	625	198	141

^{6/} Based on answers of rural radio owners to the question "How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more?"

Table 11. Importance of Radio to People with Varying Degrees
of Choice of Stations^{6/}

	People who in the evening can hear well:		
	No station or one ^{7/}	Two or three stations	Four or more stations
Say loss of radio would make:			
A great deal of difference	68%	73%	77%
Some difference	14	14	12
Little or no difference	16	12	10
Not ascertained	2	1	1
	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of cases	606	1191	1184
	People who in the daytime can hear well:		
	No station or one	Two or three stations	Four or more stations
Say loss of radio would make:			
A great deal of difference	73%	74%	75%
Some difference	12	14	14
Little or no difference	13	11	10
Not ascertained	2	1	1
	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of cases	1179	1170	704

^{6/} Based on answers of rural radio owners to the question "How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more?"

^{7/} Since less than one percent of radio owners report that they are unable to hear any stations well during the daytime or at night, they have been grouped with those who say they can hear only one station well.

Table 12. Importance of Radio to People Who Report Different Amounts of Reception Difficulty⁸

	Those who say they have reception troubles:		
	Most of the time	Now and then	Never
Say loss of radio would make:			
A great deal of difference	76%	81%	69%
Some difference	11	12	14
Little or no difference	11	7	16
Not ascertained	2	0	1
	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of cases	272	369	1324

Table 13. Importance of Radio to People Who Listen Varying Amounts of Time⁸

	People who listen to the radio on weekdays an average of:				
	Less than one hour	1-2 hours	2-4 hours	4-6 hours	6 hours or more
Say loss of radio would make:					
A great deal of difference	41%	59%	75%	86%	93%
Some difference	22	19	14	9	4
Little or no difference	36	20	10	4	2
Not ascertained	1	2	1	1	1
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of cases	222	670	1113	485	509

^{8/} Based on answers of rural radio owners to the question "How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more?"

LISTENING TIME

Table 14. Times at Which People Turn Their Radios On and Off
for the Day

Time at which people say they
first turn their radios on
in the morning

	North Central ^{9/}	South	West ^{9/}	All regions ^{9/}
Before 5:00 A.M.	1%	1%	1%	1%
5:00-5:59	8	19	4	11
6:00-6:59	27	36	26	30
7:00-7:59	26	20	36	25
8:00-8:59	14	8	8	11
9:00-9:59	5	4	6	5
10:00 and after	4	3	7	4
No special time	*	*	1	1
Don't know	8	6	7	7
Not ascertained	7	3	4	5
	100%	100%	100%	100%

Time at which people say
they turn their radios off
at night

Before 6:00 P.M.	1%	1%	1%	1%
6:00-6:59	2	1	1	1
7:00-7:59	1	1	1	1
8:00-8:59	6	10	6	7
9:00-9:59	27	32	22	28
10:00-10:59	44	36	40	39
11:00 and after	11	14	22	15
No special time	1	*	2	1
Do not have radios on at night	1	2	1	2
Not ascertained	6	3	4	5
	100%	100%	100%	100%
Number of cases	1069	1005	751	3099

^{9/} One Western and two North Central counties are not included, either because they were not on War Time or there was a mixture of Standard and War Time.

*Less than one percent.

Table 15. Amount of Time Rural Men and Women Say They Spend Listening to Their Radios

Average amount of time spent listening on weekdays:	Men			
	North Central	South	West	All regions
None	2%	3%	1%	2%
Less than 1 hour	12	13	8	11
From 1 up to 2 hours	25	33	28	29
From 2 up to 4 hours	36	37	37	37
From 4 up to 6 hours	10	8	13	10
6 or more hours	6	3	9	5
Not ascertained	9	3	4	6
	100%	100%	100%	100%
Median number of hours	2.4	2.0	2.6	2.3
Number of cases	543	477	363	1510

Average amount of time spent listening on weekdays:	Women			
	North Central	South	West	All regions
None	1%	1%	1%	1%
Less than 1 hour	3	3	3	3
From 1 up to 2 hours	11	19	11	14
From 2 up to 4 hours	32	40	22	34
From 4 up to 6 hours	21	17	21	19
6 or more hours	24	16	39	22
Not ascertained	8	4	3	7
	100%	100%	100%	100%
Median number of hours	3.9	3.3	5.2	3.7
Number of cases	635	528	431	1741

Table 16. Listening Time of People Having Different Degrees
of Choice of Stations

Average amount of time spent listening on weekdays:	People who during the daytime can hear well:		
	No stations or one	Two or three stations	Four or more stations
None	1%	1%	1%
Less than 1 hour	7	7	5
1 up to 2 hours	23	21	17
2 up to 4 hours	35	37	35
4 up to 6 hours	16	13	17
6 or more hours	14	15	16
Not ascertained	4	6	9
	100%	100%	100%
Number of cases	1179	1170	704

Average amount of time spent listening on weekdays:	People who during the evening can hear well:		
	No stations or one	Two or three stations	Four or more stations
None	1%	1%	1%
Less than 1 hour	7	8	5
1 up to 2 hours	23	23	17
2 up to 4 hours	36	36	36
4 up to 6 hours	16	13	17
6 or more hours	13	14	17
Not ascertained	4	5	7
	100%	100%	100%
Number of cases	606	1191	1184

REASONS FOR VALUING RADIO

Table 17. Reasons for Valuing Radio Given by Farm and
Nonfarm Men and Farm and Nonfarm Women¹⁰

	Farm men	Nonfarm men	Farm women	Nonfarm women	All
Would miss radio:					
For news (or information)	33%	22%	19%	15%	22%
For both news and entertainment	28	26	36	31	31
For entertainment	14	19	24	29	21
Because accustomed to listening	4	5	4	5	4
For miscellaneous reasons	*	1	1	*	1
Would not miss radio	13	18	9	12	13
Don't know or answers not ascertained	8 <hr/> 100%	9 <hr/> 100%	7 <hr/> 100%	8 <hr/> 100%	8 <hr/> 100%
Number of cases	800	710	822	919	3251

Table 18. Reasons for Valuing Radio Given by People of
Different Educational Levels¹⁰

	Grammar school	High school	College
Would miss radio:			
For news (or information)	23%	22%	21%
For both news and entertainment	28	31	38
For entertainment	22	23	19
Because accustomed to listening	4	4	4
For miscellaneous reasons	1	*	*
Would not miss radio	14	12	10
Don't know or answers not ascertained	8 <hr/> 100%	8 <hr/> 100%	8 <hr/> 100%
Number of cases	1644	1213	333

¹⁰/ Based on answers of rural radio owners to the second of this set of questions: "How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more? Why is that?"

*Less than one percent.

Table 19. Reasons for Valuing Radio Given by Men and Women
in Different Regions¹⁰

	Men				All regions ¹¹
	North Central	South	West		
Would miss radio:					
For news (or information)	30%	25%	27%	28%	
For both news and entertainment	28	32	23	27	
For entertainment	13	17	17	16	
Because accustomed to listening	4	4	4	4	
For miscellaneous reasons	1	*	1	*	
Would not miss radio	16	14	17	16	
Don't know or answers not ascertained	8 <hr/> 100%	8 <hr/> 100%	11 <hr/> 100%	9 <hr/> 100%	
Number of cases	543	477	363	1510	

	Women				All regions ¹¹
	North Central	South	West		
Would miss radio:					
For news (or information)	17%	17%	16%	17%	
For both news and entertainment	35	34	31	34	
For entertainment	25	24	33	26	
Because accustomed to listening	4	5	6	4	
For miscellaneous reasons	*	*	*	*	
Would not miss radio	12	11	7	11	
Don't know or answers not ascertained	7 <hr/> 100%	9 <hr/> 100%	7 <hr/> 100%	8 <hr/> 100%	
Number of cases	635	528	431	1741	

¹⁰/ Based on answers of rural radio owners to the second of this set of questions: "How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more? Why is that?"

¹¹/ Including the Northeast, which is not shown separately.

*Less than one percent.

EXTENT TO WHICH LACK OF INTEREST IN PROGRAMS
AFFECTS LISTENING TIME

Table 20. Extent to Which Different Age Groups in the Different Regions Have
Radio Off Because Uninterested in Programs¹²

Have radio off because of lack of interest in programs--	North Central			South			West		
	Under 30-	30- 45-	60 or older	Under 30-	30- 45-	60 or older	Under 30-	30- 45-	60 or older
Very often	21%	28%	29%	37%	32%	33%	39%	16%	19% 25%
Now and then	37	34	38	36	34	32	33	31	27 26
Hardly ever	7	7	5	2	10	9	9	10	5 4
Never	33	30	25	21	23	25	21	15	43 44
Not ascertained	2	1	3	4	1	1	1	0	3 1
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of cases	126	405	394	218	136	331	343	183	94 297 256 123

¹²/ Based on answers of rural radio owners to the question "Do you ever have the radio turned off (when you could be listening) because you aren't interested in the programs that are on? (If yes) Would you say this happens very often, now and then, or hardly ever?"

Table 21. Extent to Which People Who Listen Varying Amounts of Time Have Radio Off Because Uninterested in Programs^{12/}

Have radio off because not interested in programs--	People who listen on the average:				
	Less than one hour	1-2 hours	2-4 hours	4-6 hours	6 hours or more
Very often	52%	37%	30%	24%	14%
Now and then	22	29	37	44	32
Hardly ever	5	5	7	6	13
Never	20	28	25	25	40
Not ascertained	1 100%	1 100%	1 100%	1 100%	1 100%
Number of cases	222	670	1113	485	509

12/ Based on answers of rural radio owners to the question "Do you ever have the radio turned off (when you could be listening) because you aren't interested in the programs that are on? (If yes) Would you say this happens very often, now and then, or hardly ever?"

KINDS OF PROGRAMS VALUED MOST HIGHLY

Table 22. Kinds of Programs Most Valued by Farm and Nonfarm
Men and Women^{13/}

	Farm men	Nonfarm men	Farm women	Nonfarm women
News	87%	83%	74%	70%
Religious programs	16	11	24	17
Serial stories	3	4	25	26
Oldtime music	14	12	11	7
Comedy programs	9	12	8	13
Music (kind not specified)	7	9	8	9
Market reports	23	3	5	*
Religious music	3	3	8	7
Farm talks	14	1	5	1
Complete dramatic plays	3	4	6	8
Weather reports	12	3	5	1
Sports broadcasts	4	13	1	2
Quiz programs	3	5	4	4
Talks and discussions	3	5	1	3
Popular music	1	2	3	4
Dance music, jazz	2	2	2	4
Classical music	*	2	2	4
Semi-classical music	1	1	2	2
Mystery stories	1	2	1	1
Correct time	1	1	1	1
Military band music	0	*	1	1
Vocal music	1	1	1	2
Humorous episodes	1	2	1	1
Women's programs	*	0	2	2
Miscellaneous	5	8	8	11
	**	**	**	**
Number of cases	800	710	822	919

13/ Based on answers of rural radio owners to the questions "What kind of program would you miss most if your radio gave out? What other kind would you miss?" The programs are in the order of the frequency with which they were named by the combined groups.

*Less than one percent.

**The columns add to more than 100 percent because most people named two or more kinds of programs.

Table 23. Why People Value Certain Kinds of Programs Highly

Reasons given:	Men who name these as kinds of programs they would miss most					
	Oldtime music	Market reports	Religious programs	Comedy programs	Sports	Music (not specified)
Couldn't keep up with what's happening	35%	1%	10%	1%	1%	0%
No other way of getting it	12	0	6	*	2	1
Personal identification with war	6	0	0	0	0	0
Get it more quickly this way	10	0	2	0	2	1
Like it, enjoy it, interested in it	9	59	11	42	35	47
Prefer getting it this way	6	0	0	1	0	0
Accustomed to listening to it (habit)	4	6	5	7	3	2
Provides company (would be lonesome without it)	*	2	0	*	1	3
Provides entertainment	*	15	*	1	33	21
Provides relaxation, comfort, consolation	0	2	0	0	5	2
Useful in work	1	0	32	1	4	0
Learn from it	2	0	5	4	1	1
Substitute for church	0	0	0	15	0	0
Moral reasons (does one good)	0	0	0	10	0	1
Miscellaneous	*	2	0	1	0	1
Don't know, or reasons not ascertained	15	13	29	17	14	15
Number of cases	1292	195	194	183	168	131

*Less than one percent.

Table 23. (continued)

Women who name these as kinds of programs they would miss most:

Reasons given:	Complete					
	Serial News	Religious stories	Oldtime music	Comedy programs	Music (not specified)	Religious music
Couldn't keep up with what's happening	35%	1%	0%	* 3%	0% 2	0% 1
No other way of getting it	12	1	*			6 1
Personal identification with the war	9	0	0	0 0	0 0	0 0
Get it more quickly this way	9	0	0	0 0	0 0	0 0
Like it, enjoy it, interested in it	8	32	38	55 32	49 35	50 0
Prefer getting it this way	5	1	0	1 0	0 1	0 0
Accustomed to listening to it (habit)	5	31	5	5 8	2 2	3 4
Provides company (would be lonesome without it)	1	7	1	1 5	3 3	1 3
Provides entertainment	*	14	2	13 32	16 31	31 3
Provides relaxation, comfort, consolation	*	1	*	3 4	6 10	8 0
Useful in work	*	0	*	0 0	0 0	0 0
Learn from it	1	1	2	0 0	0 0	0 0
Substitute for church	0	0	28	0 0	0 0	0 0
Moral reasons (does one good)	*	0	12	0 0	0 0	8 0
Miscellaneous	*	1	0	0 0	1 0	0 0
Don't know, or reasons not ascertained	15	10	9	18 14	13 18	11 100%
Number of cases	1259	450	326	163 193	149 125	121 125

*Less than one percent.

PROGRAM PREFERENCES

Table 24. Program Preferences of Farm Men, Nonfarm Men, Farm Women, and Nonfarm Women^{14/}

	Farm men	Nonfarm men	Farm women	Nonfarm women
News broadcasts	92%	91%	86%	86%
Hymns and religious music	41	33	59	48
Oldtime fiddlers, singers, and string bands	52	43	49	40
Sermons and religious programs	37	31	50	38
Quiz programs	27	41	36	46
Entertainment programs and skits with comedians and popular singers	22	34	29	37
Farm market reports	65	18	26	7
Talks and discussions	26	34	21	23
Talks on farming and farm problems	51	14	26	8
Dance music	15	25	18	28
Daytime serial stories	4	5	29	33
Complete dramatic plays	9	15	20	28
Semi-classical music and popular music other than dance music	7	15	18	25
Sports events and scores	17	38	3	7
Brass bands	11	17	10	14
Classical music, like symphonies	3	10	6	11
	—	—	—	—
*	*	*	*	*
Number of cases	800	710	822	919

14/ Based on choices made in response to the following request: "I have a list of several different kinds of programs here, and I'd like you to look at it and tell me the five that you like best." The items are in the order of the frequency with which they were chosen by all the groups combined.

*Each column adds to more than 100 percent because most people made five choices.

Table 25. Program Preferences of Rural People of Different Educational Levels¹⁴

	People who have had:			
	Some grammar school	Complete grammar school	High school	College
News broadcasts	89%	89%	88%	93%
Hymns and religious music	53	50	42	33
Oldtime fiddlers, singers and string bands	57	51	41	23
Sermons and religious programs	54	43	30	26
Quiz programs	26	36	43	49
Entertainment programs and skits with comedians and popular singers	22	27	37	40
Farm market reports	37	33	22	20
Talks and discussions	22	25	25	36
Talks on farming and farm problems	32	27	19	22
Dance music	12	19	29	25
Daytime serial stories	18	20	20	13
Complete dramatic plays	9	16	25	28
Semi-classical music and popular music other than dance music	7	11	22	35
Sports events and scores	13	14	18	15
Brass bands	14	13	12	9
Classical music, like symphonies	3	4	10	22
	*	*	*	*
Number of cases	682	962	1213	333

¹⁴/ Based on choices made in response to the following request: "I have a list of several different kinds of programs here, and I'd like you to look at it and tell me the five that you like best." The items are in the order of the frequency with which they were chosen by all the groups combined. When the data was analyzed separately for farm and nonfarm people, the same trends appear.

*Each column adds to more than 100 percent because most people made five choices.

Table 26. Program Preferences of Rural People of Different Income Levels¹⁴

	Farm people: annual cash farm income		Nonfarm people: weekly income of household head	
	Under \$1750	\$1750 or over	Under \$46	\$46 or over
	*	*	*	*
News broadcasts	90%	89%	88%	90%
Hymns and religious music	58	45	50	33
Oldtime fiddlers, singers and string bands	54	45	49	35
Sermons and religious programs	53	36	40	29
Quiz programs	27	35	41	48
Entertainment programs and skits with comedians and popular singers	22	30	32	43
Farm market reports	42	50	15	9
Talks and discussions	25	22	25	32
Talks on farming and farm problems	38	41	12	10
Dance music	12	21	22	32
Daytime serial stories	18	14	22	20
Complete dramatic plays	12	18	18	27
Semi-classical music and popular music other than dance music	11	14	16	25
Sports events and scores	8	12	17	27
Brass bands	10	11	17	12
Classical music, like symphonies	5	5	8	13
	—	—	—	—
Number of cases	636	814	761	718

¹⁴/ Based on choices made in response to the following request: "I have a list of several different kinds of programs here, and I'd like you to look at it and tell me the five that you like best." The items are in the order of the frequency with which they were chosen by all the groups combined.

*Each column adds to more than 100 percent because most people made five choices.

Table 27. Kinds of Programs Rural People Dislike^{15/}

	Men						Women														
	North Central			South			Total			North Central			South			West			Total		
	North	Central	South	West	Central	South	Total	North	Central	South	West	Central	South	Total	North	Central	South	West	Total		
Serial stories	28%	27%	21%	26%	25%	19%	22%	22%	22%	19%	25%	19%	22%	22%	22%	22%	22%	23%	23%		
Dance music and jazz	12	18	14	16	10	22	10	10	10	22	10	10	10	10	10	10	10	16	16		
Classical music	11	19	12	14	9	13	12	12	12	13	12	12	12	12	12	12	12	11	11		
Opera	9	5	4	7	5	6	5	6	6	5	6	5	6	5	6	5	5	5	5		
Comedy programs	2	1	7	3	4	2	4	2	2	1	1	1	1	1	1	1	1	1	1		
Sports broadcasts	2	4	2	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1		
Mystery stories	4	1	6	2	2	2	3	2	2	1	1	1	1	1	1	1	1	1	1		
Complete dramatic plays	4	3	2	2	2	2	3	2	2	1	1	1	1	1	1	1	1	1	1		
Vocal music	2	4	1	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1		
Oldtime music	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1		
Talks and discussions	2	1	1	*	1	1	*	1	1	*	1	*	1	*	1	*	1	*	1		
Popular music	1	2	*	1	2	1	*	1	1	*	1	*	1	*	1	*	1	*	1		
Music (unspecified)	1	1	*	1	1	*	1	1	*	1	*	1	*	1	*	1	*	1	*		
Quiz programs	0	0	*	0	1	0	*	1	1	*	1	*	1	*	1	*	1	*	1		
Sermons and religious programs	0	1	0	1	0	1	*	1	1	*	1	*	1	*	1	*	1	*	1		
Children's programs	0	*	*	*	1	*	*	1	*	1	*	1	*	1	*	1	*	1	*		
Religious music	0	*	*	*	0	*	*	0	*	1	*	1	*	1	*	1	*	1	*		
Talks on farming	0	*	*	*	0	*	*	0	*	1	*	1	*	1	*	1	*	1	*		
Market reports	0	*	*	*	0	*	*	0	*	1	*	1	*	1	*	1	*	1	*		
News	*	*	*	*	0	*	*	0	*	1	*	1	*	1	*	1	*	1	*		
Women's programs	*	*	*	*	*	*	*	*	*	1	*	1	*	1	*	1	*	1	*		
Humorous episodes	0	*	*	*	0	*	*	0	*	1	*	1	*	1	*	1	*	1	*		
No particular program; like them all	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7		
Do not care for most radio programs	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6		
Miscellaneous	5	7	4	6	4	6	4	4	4	4	4	4	4	4	4	4	4	4	4		
Don't know	3	6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
Not ascertained	7	2	8	6	6	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
Number of cases	543	477	363	1510	635	528	431	1741	1741	1741	1741	1741	1741	1741	1741	1741	1741	1741	1741		

^{15/} Based on answers to the question, "What kind of program on the radio don't you care anything about?"

*Less than one percent.

**Adds to more than 100 percent because some people named more than one kind of program.

Table 28. Reasons for Disliking Various Kinds of Programs

	People who dislike these kinds of programs:						Old-time music	Comedy programs
	Dance music	Classical music	Mystery stories	Sports	Music			
Serial stories	Jazz	Opera						
Don't like them, not interested in them	39%	62%	59%	51%	32%	73%	65%	29%
Consider them foolish, silly, etc.	17	3	1	5	14	2	9	42
Consider them too repetitive, too drawn-out	13	-	1	1	-	-	2	5
Never followed them, not accustomed to hearing them	6	*	2	2	-	2	-	-
Don't approve of them	5	6	1	-	25	2	1	4
Consider them too sad, tragic, etc.	3	-	-	-	3	-	-	-
Don't learn from them, don't get any good out of them	2	1	1	2	1	1	-	1
Are made nervous by them, too much noise	2	9	2	2	15	2	5	4
Think they contain too much advertising	2	-	-	-	-	-	-	-
Are not that type, too old, etc.	2	8	4	4	2	5	4	8
Don't understand such things	*	1	23	24	-	8	-	-
Miscellaneous	2	*	*	-	2	-	5	1
Don't know	1	1	1	2	1	1	-	-
Not ascertained	6	9	5	7	5	4	9	6
	100%	100%	100%	100%	100%	100%	100%	100%
Number of cases	793	493	396	186	156	152	99	106

*Less than one percent.

COMPARISONS OF WOMEN WHO VALUE SERIAL STORIES
HIGHLY WITH WOMEN WHO DISLIKE THEM

Table 29. Average Amount of Listening Time of Women Who Value
and Women Who Dislike Serial Stories¹⁶/

Average time spent listening to radio on weekday:	Women who value serial stories highly	Women who dislike serial stories
None	1%	*
Less than 1 hour	1	3%
1-2 hours	7	12
2-4 hours	28	36
4-6 hours	24	19
6 hours or more	34	19
Not ascertained	5	11
	<u>100%</u>	<u>100%</u>
Number of cases	426	375

Table 30. Importance of Radio to Women Who Value and Women
Who Dislike Serial Stories¹⁶/

Loss of radio would make:	Women who value serial stories highly	Women who dislike serial stories
A great deal of difference	89%	75%
Some difference	6	14
Little or no difference	4	10
Not ascertained	1	1
	<u>100%</u>	<u>100%</u>
Number of cases	426	375

¹⁶/ The first group is made up of women who named serial stories in answer to the question "What kind of program would you miss most if your radio gave out?" or "What other kind of program would you miss?" The second group consists of those who named serial stories in answer to "What kind of program don't you care anything about?"

*Less than one percent.

Table 31. Reasons for the Importance of Radio to Women Who
Value and Women Who Dislike Serial Stories^{16/}

If radio were cut off, would miss it:	Women who value serial stories highly	Women who dislike serial stories
<u>For news</u>		
Would miss the news	32%	42%
Would miss the news because of personal identification with war	4	2
Get the news more quickly by it	0	1
Have no other way of getting news	3	4
Prefer getting news this way	2	1
<u>For entertainment</u>		
Provides company	31	17
Provides entertainment	14	15
Like it, enjoy it, interested in it	11	7
Radio provides relaxation, comfort	3	1
Would miss specific programs or kinds of programs	25	25
<u>For information other than news</u>		
Weather and market reports	2	5
Time	4	2
Useful in work	*	1
Learn from it	4	6
<u>Because accustomed to hearing it (habit)</u>		
	16	10
Miscellaneous	1 **	0 **
Number of cases	426	375

16/ The first group is made up of women who named serial stories in answer to the question, "What kind of program would you miss most if your radio gave out?" or "What other kind of program would you miss?" The second group consists of those who named serial stories in answer to "What kind of program don't you care anything about?"

*Less than one percent.

**Adds to more than 100 percent as some people give more than one reason.

Table 32. Regional Distribution, Ages, Educational Backgrounds, and Income Levels of Women Who Value and Women Who Dislike Serial Stories

	Women who value serial stories highly	Women who dislike serial stories
REGION		
Northeast and North Central	48%	51%
South	26	25
West	26	24
	<u>100%</u>	<u>100%</u>
AGE		
Under 30 years	19%	15%
30-44 years	43	35
45-59 years	23	34
60 years or over	13	13
Not ascertained	2	3
	<u>100%</u>	<u>100%</u>
EDUCATION		
Some grammar school	17%	14%
Completed grammar school	35	25
Some high school	22	15
Completed high school	19	23
College	5	19
Not ascertained	2	4
	<u>100%</u>	<u>100%</u>
Number of cases	426	375
INCOME, FARM WOMEN		
(Annual cash farm income)		
Under \$750	19%	16%
\$750-1749	28	19
\$1750-2999	19	21
\$3000 and over	23	34
Not ascertained	11	10
	<u>100%</u>	<u>100%</u>
Number of cases	183	243
INCOME, NONFARM WOMEN		
(Weekly income of household head)		
\$25 or under	17%	16%
\$26-45	32	26
\$46-65	23	26
Over \$65	14	19
Not ascertained	14	13
	<u>100%</u>	<u>100%</u>
Number of cases	169	206

ATTITUDES TOWARD PROGRAM SERVICE

Table 53. Desire for More of Certain Kinds of Programs on the Part of People Who Listen Different Amounts of Time^{17/}

	Men who on weekdays listen:			
	Less than 2 hours	2-4 hours	4-6 hours	6 or more
Would like more of certain kinds of programs	40%	44%	45%	53%
Would not care to have more of any kinds of programs	58	55	54	47
Do not know, or attitudes not ascertained	<u>2</u> <u>100%</u>	<u>1</u> <u>100%</u>	<u>1</u> <u>100%</u>	<u>0</u> <u>100%</u>
Number of cases	606	557	147	83

	Women who on weekdays listen:			
	Less than 2 hours	2-4 hours	4-6 hours	6 or more
Would like more of certain kinds of programs	35%	45%	52%	51%
Would not care to have more of any kinds of programs	63	54	48	48
Do not know, or attitudes not ascertained	<u>2</u> <u>100%</u>	<u>1</u> <u>100%</u>	<u>*</u> <u>100%</u>	<u>1</u> <u>100%</u>
Number of cases	286	556	338	426

17/ Based on answers to the question "Suppose you had your way about the programs that are on the radio; are there any kinds of programs that you would like to hear more of than you do now?"

*Less than one percent.

RANGE OF INTEREST IN PROGRAMS

Table 34. Subdivision of Rural Radio Owners According to Their Reports on Listening Behavior¹⁸

Have radio off because of lack of interest in available programs:	Say they listen to radio:			Total
	Much of the time	Some of the time	Little	
Very often	13%	2%	(16%)	31%
Now and then	23	4	8	35
Hardly ever, never	20	2	12	34
Total	56%	8%	36%	100%*

Table 35. Importance of Radio to Those with Wide Interests
and Those with Narrow Interests in Programs

Say loss of radio would make:	People with wide interests	All others	People with narrow interests
A great deal of difference	90%	73%	43%
Some difference	7	13	20
Little or no difference	2	12	35
Don't know, or opinions not ascertained	1	2	2
	100%	100%	100%
Number of cases	607	2196	448

¹⁸ For the questions on which this table is based, see page 35. The group set off by a box is the one treated in Tables 35-38 as "those with wide interests;" the group indicated by the circle is shown as "those with narrow interests." The majority of listeners fall between the two extreme groups which have been singled out for special study. This majority includes, as the table shows, some people whose behavior resembles that of one extreme group and some whose behavior resembles that of the other extreme group.

*Number of cases: 2968. The relative position of 283 additional cases could not be determined.

Table 36. Reasons for Valuing Radio Given by Those with Wide Interests and Those with Narrow Interests in Programs¹⁹

Say they would miss radio:	People who would miss the radio:		
	Those with wide interests	All others	Those with narrow interests
For news (or information)	19%	27%	33%
For news and entertainment	36	37	29
For entertainment	33	24	20
Because accustomed to listening	6	4	7
Don't know, or answers not ascertained	6 100%	8 100%	11 100%
Number of cases	587	1903	292

Table 37. Desire for More of Certain Kinds of Programs on the Part of People with Wide Interests and People with Narrow Interests in Programs¹⁹

	People with wide interests	All others	People with narrow interests
Would like more of certain kinds of programs	47%	45%	39%
Do not care to have more of any kinds of programs	53	53	59
Don't know, or answers not ascertained	* 100%	2 100%	2 100%
Number of cases	607	2196	448

¹⁹/ For explanation of how these two groups were determined see page 35.

*Less than one percent.

Table 38. Socio-economic Characteristics of People with Wide
Interests and People with Narrow Interests in
Programs¹⁹

	People with wide interests	People with narrow interests
SEX		
Men	38%	55%
Women	62	45
	<u>100%</u>	<u>100%</u>
REGION		
North	45%	50%
South	34	39
West	21	11
	<u>100%</u>	<u>100%</u>
FARM, NONFARM		
Farm	48%	45%
Nonfarm	52	55
	<u>100%</u>	<u>100%</u>
AGE		
Under 30 years	17%	8%
30-44 years	37	35
45-59 years	31	32
60 years or older	13	23
Not ascertained	2	2
	<u>100%</u>	<u>100%</u>
EDUCATION		
Grammar school	48%	59%
High school	42	31
College	9	9
Not ascertained	1	1
	<u>100%</u>	<u>100%</u>
Number of cases	607	448

¹⁹ For explanation of how these two groups were determined see page 35.

FARM PROGRAMS

Table 39. Frequency of Listening to Weather Reports by Farm and Nonfarm Men and Women

Listen to weather reports:	Farm			Nonfarm		
	Men	Women	All	Men	Women	All
Six or more times a week	66%	56%	61%	34%	34%	34%
Five times a week	3	2	3	1	1	1
Four times a week	3	2	3	1	1	1
Three times a week	6	4	5	3	1	2
Twice a week	5	3	4	4	2	3
Once a week	2	2	2	1	1	1
Never listen to weather reports	11	28	19	51	56	53
Not ascertained	4	3	3	5	4	5
	100%	100%	100%	100%	100%	100%
Number of cases	800	822	1622	710	919	1629

Table 40. Frequency of Listening to Weather Reports by Regional Groups

Listen to weather reports:	North		South		West	
	Central	Non-farm	Central	Non-farm	West	Non-farm
Six or more times a week	74%	45%	54%	31%	41%	17%
Five times a week	2	*	3	1	3	2
Four times a week	1	1	4	2	3	1
Three times a week	4	1	7	3	3	2
Twice a week	2	2	5	5	4	1
Once a week	2	1	3	2	1	*
Depends on season	0	0	0	*	2	*
Never listen to weather reports	13	45	22	53	34	68
Not ascertained	2	5	2	3	9	9
	100%	100%	100%	100%	100%	100%
Number of cases	624	554	523	482	351	443

*Less than one percent.

Table 41. Frequency of Listening to Market Reports by Farm and Nonfarm Men and Women

Listen to market reports:	Farm			Nonfarm		
	Men	Women	All	Men	Women	All
Six or more times a week	38%	29%	34%	12%	7%	9%
Five times a week	6	3	4	1	1	1
Four times a week	4	2	3	2	1	1
Three times a week	10	6	8	4	3	4
Twice a week	10	6	8	3	2	3
Once a week	4	4	4	3	2	2
When have something to sell	2	1	1	*	*	*
Never listen to market reports	18	42	30	67	77	72
Not ascertained	8 100%	7 100%	8 100%	8 100%	7 100%	8 100%
Number of cases	800	822	1622	710	919	1629

Table 42. Frequency of Listening to Market Reports by Regional Groups

Listen to market reports:	North Central		South		West	
	Farm	Non-farm	Farm	Non-farm	Farm	Non-farm
Six or more times a week	43%	13%	32%	10%	20%	6%
Five times a week	4	1	5	1	3	3
Four times a week	3	1	3	2	4	*
Three times a week	7	3	11	3	5	3
Twice a week	8	2	8	4	6	1
Once a week	2	1	5	4	4	1
When have something to sell	2	*	*	*	1	0
Never listen to market reports	24	71	30	71	45	77
Not ascertained	7 100%	8 100%	6 100%	5 100%	12 100%	9 100%
Number of cases	624	554	523	482	351	443

*Less than one percent.

Table 43. Frequency of Listening to Farm Talks
by Farm and Nonfarm Men and Women

Listen to farm talks:	Farm			Nonfarm		
	Men	Women	All	Men	Women	All
Six or more times a week	14%	15%	15%	4%	5%	5%
Five times a week	4	2	3	1	1	1
Four times a week	5	5	5	2	1	1
Three times a week	11	10	10	4	3	4
Twice a week	14	8	11	5	3	4
Once a week	15	9	12	7	5	6
Never listen to farm talks	23	41	32	67	74	70
Not ascertained	14 <u>100%</u>	10 <u>100%</u>	12 <u>100%</u>	10 <u>100%</u>	8 <u>100%</u>	9 <u>100%</u>
Number of cases	800	822	1622	710	919	1629

Table 44. Frequency of Listening to Farm Talks by Regional Groups (Farm People Only)

Listen to farm talks:	North Central	South	West
Six or more times a week	18%	13%	8%
Five times a week	3	3	4
Four times a week	4	6	5
Three times a week	10	13	5
Twice a week	10	11	10
Once a week	12	12	11
Never listen to farm talks	28	32	43
Not ascertained	15 <u>100%</u>	10 <u>100%</u>	14 <u>100%</u>
Number of cases (farm people only)	624	523	351

Table 45. Usefulness of Weather Reports^{20/}

	People who listen to weather reports:	
	Farm	Nonfarm
Say they are of help	85%	66%
In planning:		
Work (no further explanation)	45%	21%
Field work	11	1
Protection of livestock	4	1
Gardening	4	4
Laundry and other housework	2	6
Trips--to town, to school	1	6
Protection of fruit, gardens	1	1
Miscellaneous reasons	*	2
No reason given	17	24
Say they are not of help	12	29
Opinions not ascertained	3	5
	100%	100%
Number of cases	1249	687

Table 46. Usefulness of Market Reports^{20/}

	People who listen to market reports:	
	Farm	Nonfarm
Say they are of help	83%	57%
Like to know prices before selling products	37%	12%
Like to keep posted on prices	34	30
Like to know prices in selling and buying	6	4
Like to know prices before buying	1	4
Miscellaneous reasons	*	3
No reason given	5	4
Say they are not of help	14	40
Opinions not ascertained	3	3
	100%	100%
Number of cases	1076	368

^{20/} Based on answers to "Would you say these programs are any help to you? In what ways?"

*Less than one percent.

Table 47. Usefulness of Radio Talks and Discussions About Farming^{21/}

	People who listen to farm talks:		
	Farm	Nonfarm	All
Say they are of help	89%	70%	84%
Are <u>generally instructive</u> and educational, promote increased efficiency	66%*	38%*	58%*
Give information regarding production or marketing of <u>field crops</u>	8	6	8
Give information on <u>home gardens</u> , food preservation and other subjects of special interest to the farm housewife	6	17	9
Give information regarding production or marketing of <u>poultry and eggs</u>	4	6	5
Give information regarding production or marketing of <u>livestock</u>	5	2	4
Give information on control of pests and animal and plant diseases	4	5	3
Give information on <u>soil conservation and improvement</u>	1	**	1
Miscellaneous	2	1	2
No reason given	6	6	6
Say they are not of help	8	24	12
Opinions not ascertained	3	6	4
	— 100%	— 100%	— 100%
Number of cases	1045	381	1426

^{21/} Based on answers to "Would you say these programs are any help to you? In what ways?"

*This column adds to more than the subtotal because some listeners named more than one way in which the programs are helpful.

**Less than one percent.

Table 48. Times at Which People Listen to Weather Reports

Time reported	People who listen to weather reports	
	Farm	Nonfarm
"Early morning"	4%	2%
Before 6 a.m.	2	4
"Morning"	15	15
6 to 7 a.m.	12	9
7 to 8 a.m.	15	14
8 to 9 a.m.	5	6
"Late morning"	*	*
9 to 10 a.m.	1	1
10 to 11 a.m.	2	2
11 to 12 a.m.	2	2
"Noon"	25	17
12 to 12:30	9	4
12:30 to 1:00	7	3
1:00 to 1:30	2	2
"Afternoon"	*	1
1:30 to 2:00 p.m.	1	*
2 to 3 p.m.	*	*
3 to 4 p.m.	*	*
"Late afternoon"	*	0
4 to 5 p.m.	*	*
5 to 6 p.m.	*	2
"Evening"	5	8
6 to 7 p.m.	2	4
7 to 8 p.m.	1	1
8 to 9 p.m.	1	1
"Late evening"	*	*
9 to 10 p.m.	1	1
After 10 p.m.	3	3
Three times a day	4	3
Don't know	*	2
Not ascertained	4	7
	**	**
Number of cases	1249	687

*Less than one percent.

**Each column adds to more than 100 percent because some people mentioned more than one time.

Table 49. Satisfaction with Time at Which Weather Reports
are Received^{22/}

	People who listen to weather reports
Listen in the morning and:	
Consider that time satisfactory	46%
Would prefer some other time	3
Are uncertain about whether or not they would prefer some other time	2
Listen in the late morning and:	
Consider that time satisfactory	4
Would prefer some other time	1
Listen at noon and:	
Consider that time satisfactory	33
Would prefer some other time	2
Are uncertain about whether or not they would prefer some other time	1
Listen in the afternoon and:	
Consider that time satisfactory	2
Listen in the evening and:	
Consider that time satisfactory	13
Would prefer some other time	1
Are uncertain about whether or not they would prefer some other time	1
Listen at three different times of day, and consider the times satisfactory	3
Don't know what listening times are	1
Listening times not ascertained	<u>5</u>
Number of cases	1936

^{22/} Based on answers to the question "Would there be any better time
of day for you to listen to weather reports?"

*Total is more than 100 percent because some people listen at more
than one time.

Table 50. Changes Desired in Time of Weather Reports^{23/}

Would prefer to hear weather reports:	People who would like change in time at which they hear weather reports
In early morning	7%
In morning, late morning	7
At noon (to 1:30)	26
In afternoon	5
In evening, late evening	54
Not ascertained	<u>1</u> 100%
Number of cases	159

Table 51. Changes Desired in Time of Market Reports^{24/}

Would prefer to hear market reports:	People who would like change in time at which they hear market reports
In early morning	5%
In morning, late morning	23
At noon (to 1:30)	25
In afternoon	1
In evening, late evening	40
Don't know	2
Not ascertained	<u>4</u> 100%
Number of cases	135

^{23/} "What time of day would be better for you (to hear weather reports)?"

^{24/} "What time would be better for you to hear market reports?"

Table 52. Times at Which People Listen to Market Reports

Time reported	People who listen to market reports	
	Farm	Nonfarm
"Early morning"	1%	1%
Before 6 a.m.	1	1
"Morning"	7	10
6 to 7 a.m.	6	5
7 to 8 a.m.	5	7
8 to 9 a.m.	2	2
"Late morning"	*	1
9 to 10 a.m.	2	*
10 to 11 a.m.	2	2
11 to 12 a.m.	6	5
"Noon"	37	28
12 to 12:30	13	9
12:30 to 1:00	11	7
1:00 to 1:30	3	5
"Afternoon"	*	1
1:30 to 2:00 p.m.	1	1
2 to 3 p.m.	1	1
3 to 4 p.m.	*	*
"Late afternoon"	0	*
4 to 5 p.m.	1	1
5 to 6 p.m.	*	1
"Evening"	2	5
6 to 7 p.m.	2	1
7 to 8 p.m.	*	1
8 to 9 p.m.	1	1
"Late evening"	0	*
9 to 10 p.m.	0	*
After 10 p.m.	*	*
Three times a day	1	0
Don't know	1	2
Not ascertained	6 **	8 **
Number of cases	1076	368

*Less than one percent.

**Each column adds to more than 100 percent because some people named more than one time.

Table 53. Satisfaction with Time at Which Market Reports Are Received^{25/}

	People who listen to market reports
Listen in the morning and:	
Consider that time satisfactory	22%
Would prefer some other time	2
Listen in the late morning and:	
Consider that time satisfactory	7
Would prefer some other time	1
Are uncertain about whether or not they would prefer some other time	1
Listen at noon and:	
Consider that time satisfactory	54
Would prefer some other time	4
Are uncertain about whether or not they would prefer some other time	1
Listen in the afternoon and:	
Consider that time satisfactory	3
Would prefer some other time	1
Listen in the evening and:	
Consider that time satisfactory	5
Would prefer some other time	1
Don't know what listening times are	1
Listening times not ascertained	<u>6</u>
Number of cases	<u>1444</u>

^{25/} Based on answers to the question "Would there be any better time of day for you to listen to market reports?"

*Total is more than 100 percent because some people listen at more than one time.

Table 54. Times at Which People Listen to Talks and Discussions About Farming

Time reported	People who listen to farm talks	
	Farm	Nonfarm
"Early morning"	3%	3%
Before 6 a.m.	*	*
"Morning"	7	14
6 to 7 a.m.	9	9
7 to 8 a.m.	5	3
8 to 9 a.m.	2	2
"Late morning"	*	0
9 to 10 a.m.	1	1
10 to 11 a.m.	2	3
11 to 12 a.m.	7	6
"Noon"	32	21
12 to 12:30	6	6
12:30 to 1:00	8	5
1:00 to 1:30	5	4
"Afternoon"	3	3
1:30 to 2:00 p.m.	2	1
2 to 3 p.m.	1	*
3 to 4 p.m.	1	1
"Late afternoon"	*	0
4 to 5 p.m.	*	1
5 to 6 p.m.	*	1
"Evening"	7	8
6 to 7 p.m.	1	2
7 to 8 p.m.	1	1
8 to 9 p.m.	1	1
"Late evening"	*	0
9 to 10 p.m.	*	*
After 10 p.m.	*	*
Three times a day	*	0
Don't know	3	5
Not ascertained	6 **	8 **
Number of cases	1045	381

*Less than one percent.

**Each column adds to more than 100 percent because some people named more than one time.

Table 55. Satisfaction with Time at Which Farm Talks
Are Received²⁶

	People who listen to farm talks
Listen in the morning and:	
Consider that time satisfactory	22%
Would prefer some other time	3
Are uncertain whether or not they would prefer some other time	1
Listen in the late morning and:	
Consider that time satisfactory	8
Would prefer some other time	1
Are uncertain whether or not they would prefer some other time	1
Listen at noon and:	
Consider that time satisfactory	39
Would prefer some other time	4
Are uncertain whether or not they would prefer some other time	1
Listen in the afternoon and:	
Consider that time satisfactory	5
Would prefer some other time	1
Listen in the evening and:	
Consider that time satisfactory	10
Would prefer some other time	1
Don't know what listening times are	3
Listening times not ascertained	5
Number of cases	<u>1426</u>

²⁶/ Based on answers to the question "Would there be any better time
of day to hear programs about farming?"

*Total is more than 100 percent because some people listen at more
than one time.

Table 56. Changes Desired in Time of Farm Talks^{27/}

Would prefer to hear farm talks:	People who would like change in time at which they hear farm talks
In early morning	7%
In morning, late morning	7
At noon (to 1:30)	26
In afternoon, late afternoon	5
In evening, late evening	54
Not ascertained	1
	<hr/> 100%
Number of cases	159

^{27/} "What time of day would be better for you to hear these programs?"

PEOPLE WHO DO NOT HAVE WORKING RADIOS

Table 57. Reasons Former Radio Owners Give for Missing Their Radios²⁸

Miss radio:	85%
Because it was a source of news	
Miss the news; can't keep up with events	36%*
Miss the news because of personal identification with war	1
Can't get the news as quickly	1
Have no other way of getting the news	2
Prefer getting news from radio	1
Because it was a source of entertainment	
Radio provides company	16
Radio provides entertainment	11
Like it, enjoy it, interested in it	7
Radio provides relaxation, comfort	1
Miss specific programs or kinds of programs	11
Because it was a source of information (other than news)	
Miss weather and market reports	3
Miss getting the correct time	1
It provides information useful in work	1
It is educational	2
Because they were accustomed to hearing the radio (habit)	
Miscellaneous	8
Reasons not given	1
Do not miss radio	8
Not ascertained	1
Number of cases	535

28/ Based on answers to "How much difference did it make to you when your radio gave out? Why is that?"

*Percentages here add to more than 85 percent because some gave more than one reason.

Table 58. Reasons Non-owners Give for Wishing They Had Radios^{29/}

Would like to have a radio:	85%
<u>Because it is a source of news</u>	
Would like to have the news; could keep up with events	48%*
Would like to have the news because of personal identification with the war	1
Have no way of getting the news	1
<u>Because it is a source of entertainment</u>	
Radio provides company	11
Radio provides entertainment	13
Like it, enjoy it, interested in it	8
Would like to have specific programs or kinds of programs	24
<u>Because it is a source of information (other than news)</u>	
Would like to have weather and market reports	4
It provides information useful in work	1
It is educational	4
No reasons given	4
Would not care to have a radio	15
	100%
Number of cases	507

^{29/} Based on answers to "Would you like to be able to listen to a radio in your house? Why would you like to have a radio?"

*Percentages here add to more than 85 percent because some gave more than one reason.

APPENDIX B. SUPPLEMENTARY DISCUSSION
OF MINOR FINDINGS

I. HOW RURAL PEOPLE VALUE THEIR RADIOS^{30/}

The various ways in which rural people value radio have been described in Chapter I of this report. They are a summary of the reasons given in answer to the question "Why would you miss your radio?" A comparison of the specific reasons combined in this summary adds further to our understanding of the different functions which radio serves for farm and nonfarm men and women (see Table 59).

The relatively greater importance of radio to farm men than to nonfarm men as a source of news and information is principally due to their greater emphasis on both the news ("couldn't keep up with events") and the market and weather reports.

That the women value radio more than the men as a source of entertainment was pointed out in the earlier section. This difference is apparent in the mention of each specific reason, and is especially prominent in the women's emphasis on the company the radio provides. This particular reason is highly correlated with the amount of time spent listening to the radio (see Table 60).

Of the people who listen
to the radio:

Less than an hour daily	4% say it provides company
One up to two hours	10% say it provides company
Two up to four hours	17% say it provides company
Four up to six hours	23% say it provides company
Six hours or more	31% say it provides company

The more time people spend listening to the radio, the more likely they are to mention its function of providing company as a reason for missing radio. Their comments show how extremely important this particular aspect of radio is:

^{30/}In this section some of the results presented in Chapter I are elaborated.

"I'm old and alone and it is just like having a faithful friend around."

"I don't visit with the neighbors much--don't have time and the radio is lots of company."

"I would be lonesome; our radio is our neighbor."

"It would be pitiful--like a graveyard."

The importance of radio as a source of news is not related to the time spent listening to it; approximately the same proportions of people who spend less than one hour and of those who spend six hours or more listening to the radio give this as a reason for missing the radio.

The reasons given by people to whom radio is unimportant provide very little understanding of the basis for their attitudes, as the largest proportion of them merely say they "don't care for radio." A few elaborate:

"I wouldn't miss a radio--have no time or inclination for it. I prefer to live myself rather than sit and listen to other people's lives."

"It wouldn't make too much difference aside from weather reports. When I turn it on I don't get what I want."

Table 59. "How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more? Why is that? Is there any other reason?"

	Farm Men	Nonfarm Men	Farm Women	Nonfarm Women
Would miss radio because:				
<u>It is a source of news</u>				
Would miss the news; couldn't keep up with events	44%	37%	40%	34%
Would miss the news because of personal identification with war	2	1	2	3
Get the news more quickly	3	2	2	1
Have no other way of getting the news	5	4	4	4
Prefer getting news this way	2	3	1	2
<u>It is a source of entertainment</u>				
Radio provides company	11	8	22	22
Radio provides entertainment	11	14	11	15
Like the radio, enjoy it, interested in it	6	7	6	9
Radio provides relaxation, comfort	1	2	2	2
Would miss specific programs or kinds of programs	18	21	24	24
<u>It is a source of information (other than news)</u>				
Would miss weather and market reports	20	3	7	1
Would miss getting the correct time	1	1	2	2
It provides information useful in work	3	1	1	0
It is educational	6	3	6	4
<u>They are accustomed to hearing the radio (habit)</u>				
	9	9	11	12
Miscellaneous	*	1	1	*
<u>Would not miss radio</u>				
Don't know	5	1	*	*
Not ascertained	9	9	8	9
	**	**	**	**
Number of cases	800	710	822	919

*Less than one percent.

**Figures total to more than 100 percent since some respondents mentioned more than one reason for missing the radio.

Table 60. "How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more? Why is that? Is there any other reason?"

	Average listening time on weekday				
	Less than 1 hr.	One up to 2 hrs.	Two up to 4 hrs.	Four up to 6 hrs.	Six hrs. or more
Would miss radio because:					
It is a source of news					
Would miss the news; couldn't keep up with events	37%	38%	41%	40%	38%
Would miss the news because of personal identification with war	1	3	2	3	1
Get the news more quickly	3	2	2	1	2
Have no other way of getting the news	1	4	5	4	5
Prefer getting news this way	1	2	2	1	2
It is a source of entertainment					
Radio provides company	4	10	17	23	31
Radio provides entertainment	4	8	16	17	21
Like it, interested in it	4	6	8	12	10
Radio provides relaxation, comfort	0	2	2	1	3
Would miss specific programs or kinds of programs	18	19	22	26	23
It is a source of information (other than news)					
Would miss weather and market reports	7	9	8	8	4
Would miss getting the correct time	1	2	2	1	2
Provides information useful in work	1	1	2	1	2
It is educational	3	4	5	8	6
They are accustomed to hearing the radio (habit)	8	8	10	12	13

(continued on next page)

	Less than 1 hr.	One up to 2 hrs.	Two up to 4 hrs.	Four up to 6 hrs.	Six hrs. or more
Miscellaneous	1	1	*	1	1
Would not miss radio because:					
Don't care for radio; no further explanation	10	5	2	1	0
Don't care for radio programs	3	1	1	*	*
Prefer another activity	1	1	1	*	0
Not accustomed to listening (lack of habit)	6	4	2	*	0
Too busy	9	6	3	1	*
Substitutes are available (e.g., news-paper)	3	1	1	*	*
Radio makes too much noise; "makes me nervous"	2	1	*	*	*
Personal reasons (too old, bad hearing)	2	*	*	*	*
Bad reception spoils programs	*	1	*	*	*
Radio not working well	0	*	*	0	0
Miscellaneous	1	*	*	*	1
Don't know	1	1	*	*	0
Not ascertained	8	9	8	6	5
	**	**	**	**	**
Number of cases	222	670	1113	485	509

*Less than one percent.

**Percentages add to more than 100 since many people gave more than one reason for missing the radio.

II. CHANGES DESIRED IN TIME SCHEDULE OF RADIO PROGRAMS^{31/}

Two questions related to the time schedule were asked.

Table 61. "Are there any times during the daytime when you'd like to listen to the radio but the kind of program you'd like to hear just isn't on?"

	North Central	South	West	Total
Yes	20%	29%	19%	22%
No	77	70	79	75
Not ascertained	3	1	2	3
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of cases	1178	1005	794	3251

Table 62. "Are there any times after dark when you'd like to listen to the radio but the kind of program you'd like to hear just isn't on?"

	North Central	South	West	Total
Yes	18%	29%	18%	22%
No	78	69	80	75
Not ascertained	4	2	2	3
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of cases	1178	1005	794	3251

The principal difference between the answers to these questions and the one discussed in Chapter II--"...are there any kinds of programs that you would like to hear more of than you do now?"--is that a considerably smaller proportion of the population answered "yes" to either of these questions. However, the higher frequency of affirmative answers in the South as compared with the other two regions occurred in both instances.

^{31/} See Chapter II of the report for discussion of the question "... are there any kinds of programs that you would like to hear more of than you do now?"

APPENDIX C. METHODS USED IN THE SURVEY

SAMPLING

THE METHOD of stratified random sampling,^{32/} used to select this sample of rural households, is characterized by three important features: First, the respondents are selected objectively; that is, the interviewers did not exercise personal choice in the selection of respondents. Second, shifts in the population since the 1940 Census are reflected in the sample. Third, the interpretation of the sample percentages given in the report can be guided by measures of sampling error.

The population sampled

The sample for the survey is a representative cross-section of the rural households in the United States. It consists of 2,535 rural households in 116 different counties. The technical definition of a rural household is the same as the technical definition used by the Census Bureau: a household located either in the countryside, or in a town with a population under 2,500.

Within each sample household, an interview was taken with the principal member of each sex (usually the head of the household and his wife). In no instance were two interviews with adults of the same sex taken in the same household. For this reason, a household contributed only one interview if it contained adults of only one sex, or if the adult of the opposite sex could not be reached after two return visits. A total of 4,293 interviews was taken, and of these, 777 (18.1 percent) came from households which contributed only one interview.

How sample counties were chosen

The 116 counties in the sample are part of a permanent, general-purpose, rural sample used for a variety of studies by the Bureau of

^{32/} See J. Neyman, "On the Two Different Aspects of the Representative Method," Journal of the Royal Statistical Soc., New Series, Vol. 97 (1934) pp. 558-606.

Agricultural Economics. The choice of these counties was based on a carefully developed stratification of all counties in the United States. The stratification was made by dividing all counties first into large geographic areas, and then, within geographic areas, into relatively homogeneous groups according to socio-economic indexes based on about 12 variables.³³ A table of random numbers was then used to select one sample county out of each group of counties.

Since each selected county represents not only itself, but an entire group of counties, each county was sampled in proportion to the number of rural households in its respective group. Thus, if 2 percent of the rural households of the country were located in a particular group, then the county representing that group contributed 2 percent of the households in the sample.

The only exception to this rule occurred in the West where the sampling rates were doubled. Here, a county representing 2 percent of the rural households contributed 4 percent of the sample. The purpose of this oversampling was to provide a sufficient number of interviews in the West to allow a separate tabulation for that region.³⁴ In computing the tables for the entire country, however, the oversampling was corrected by the proper downward weighting of all interviews from the West.

How sample households were chosen

The choice of households within counties was made by an area sampling technique.³⁵ The first step in applying this technique was to obtain large, detailed maps of the rural parts of each county. For the countryside, use was made of State Highway maps which show the location of houses outside of towns. For the towns, use was made of enlarged aerial photographs of sufficiently large scale to permit the identification of houses.

³³ See Margaret J. Hagood and Eleanor H. Bernert, "Component Indexes as a Basis for Stratification in Sampling," *Journal of the American Statistical Assn.*, Vol. 40 (1945), No. 231, pp. 330-337.

³⁴ Early in the report note is made of the fact that separate tables for the Northeast are not presented. The reason for this is that unlike the West, the Northeast was sampled as part of the general cross-section, and as such it contributed too few interviews to permit a separate tabulation.

³⁵ See A. J. King and R. J. Jessen, "The Master Sample of Agriculture," *Journal of the American Statistical Assn.*, Vol. 40 (1945), No. 229, pp. 38-56.

On these detailed maps, the entire rural area of each county was divided into small, identifiable segments of land. Each segment contained from 3 to 10 houses. The segments were stratified into geographic groups, and by a mechanical counting-out procedure one segment was chosen from each group.

Each segment chosen for the sample was marked out on a duplicate copy of the map or the aerial photograph. These copies were then sent to the interviewers along with instructions to take interviews at every household located within the boundaries of each segment. The interviewers were further instructed to make at least two return visits at those households where either one or both of the respondents was not at home on his first call.

This area technique assures that the changes that have taken place in the population since the 1940 Census will be reflected in the sample. Thus, in those counties where there has been out-migration, fewer households than expected are found in the sample segments, and fewer interviews are obtained. Similarly, in those counties where there has been in-migration, more households than expected are found in segments, and such counties contribute a heavier proportion of interviews to the total sample.

Sampling errors

All samples chosen by the general type of method used in this survey should be thought of as a thin network spread over the population represented. In such samples the greatest accuracy is obtained by getting the maximum amount of spread--that is, a large number of counties, though a relatively small number of interviews within each county. No one county or even one state contributes a sufficient number of interviews to be adequately represented as a separate entity, yet the sample as a whole, or a breakdown of the sample into comparatively large groups, is far more accurate than is generally assumed from its size.

As a guide to interpreting survey results, estimates of sampling error have been made. These estimates are based on the laws of probability which apply to samples in which every individual in the population under study has been given an equal chance of representation.

The sampling error is smallest at the National level where the percentages are based on all men or all women in the sample. At this

level, 4 percentage points is probably the maximum sampling error.^{36/} Thus, since 66 percent of the men in the sample say that the loss of radio would make a great deal of difference to them, it may be assumed that in a complete census not more than 70 percent nor less than 62 percent would give the same response. This estimate of sampling error applies to those percentages that range from 20 to 80. For percentages under 20 or over 80 the sampling error is lower.

For percentages based on parts of the sample, the sampling errors will be larger.^{37/} In general, the smaller the number of counties included in a breakdown of the sample, the larger the sampling error. Thus, a breakdown of the 1,510 men in the sample into 800 farm men and 710 nonfarm men does not involve the elimination of any counties, and consequently raises the sampling error only slightly--from the National level of 4 percent to a probable maximum of 5 percent. In the regional breakdowns which do involve the elimination of counties, the errors are again increased. For the North, which contributed 49 counties to the sample, and for the South, which contributed 47 counties, the maximum sampling error is 6 percentage points. For the West, which contributed only 20 counties, the maximum error is 10 percentage points.

^{36/} The term "maximum sampling error" is used here as an indication of the outside limits within which the "true percentage" is expected to be with odds of 95 to 100. "True percentage" means the result that would be obtained if interviews were taken in all rural households in the United States under the same conditions (that is, same questionnaire, same type of interviewers, etc.).

^{37/} The estimates of error given for breakdowns are in the same terms as those given for the total sample; they apply only to percentages between 20 and 80, they are given at the .95 probability level, and are in terms of absolute percentage points rather than in terms of co-efficients of variation.

DISCUSSION OF THE QUESTIONNAIRE

THE PRINCIPAL CONSIDERATION in formulating the questionnaire for the present study was to provide an instrument which would obtain the information needed to meet the study objectives. Several different types of questions were used to elicit the required data.

Most of the questions used were "open" questions. That is to say, the questions were asked in a conversational way without being accompanied by alternative answers from which the respondent could choose. A number of questions were asked in the form of simple "yes-no" choices. The long list question (Question 27 in Schedule A) which was designed to bring out program preferences was modelled after similar questions which had been used previously by other research organizations.

All of the questions making up the three forms which were finally used were pretested. Over a hundred interviews were taken in Mississippi and Virginia for the purpose of trying out proposed questions and improving the methods of questioning. Numerous preliminary schedules were tried out before the final forms were adopted.

The schedules formulated for (1) present radio owners, (2) former owners, and (3) non-owners necessarily differed, as these groups have had different experiences with radio. However, an attempt was made to include comparable questions in all three forms, so that comparisons in attitudes could be made.

Schedule A, which was used to interview present radio owners, was considerably longer and more detailed than the other two schedules. The questions in Schedule A were grouped according to the general objectives which they were designed to meet. Questions 1 through 28 provide information regarding the importance of radio to the individual, what it means to him, what his preferences are, and what changes, if any, he would like to see in radio. Those from 29 through 53 cover programs about farming, while the series from 54 through 68 cover radio reception. Miscellaneous factual items are covered by the remaining questions.

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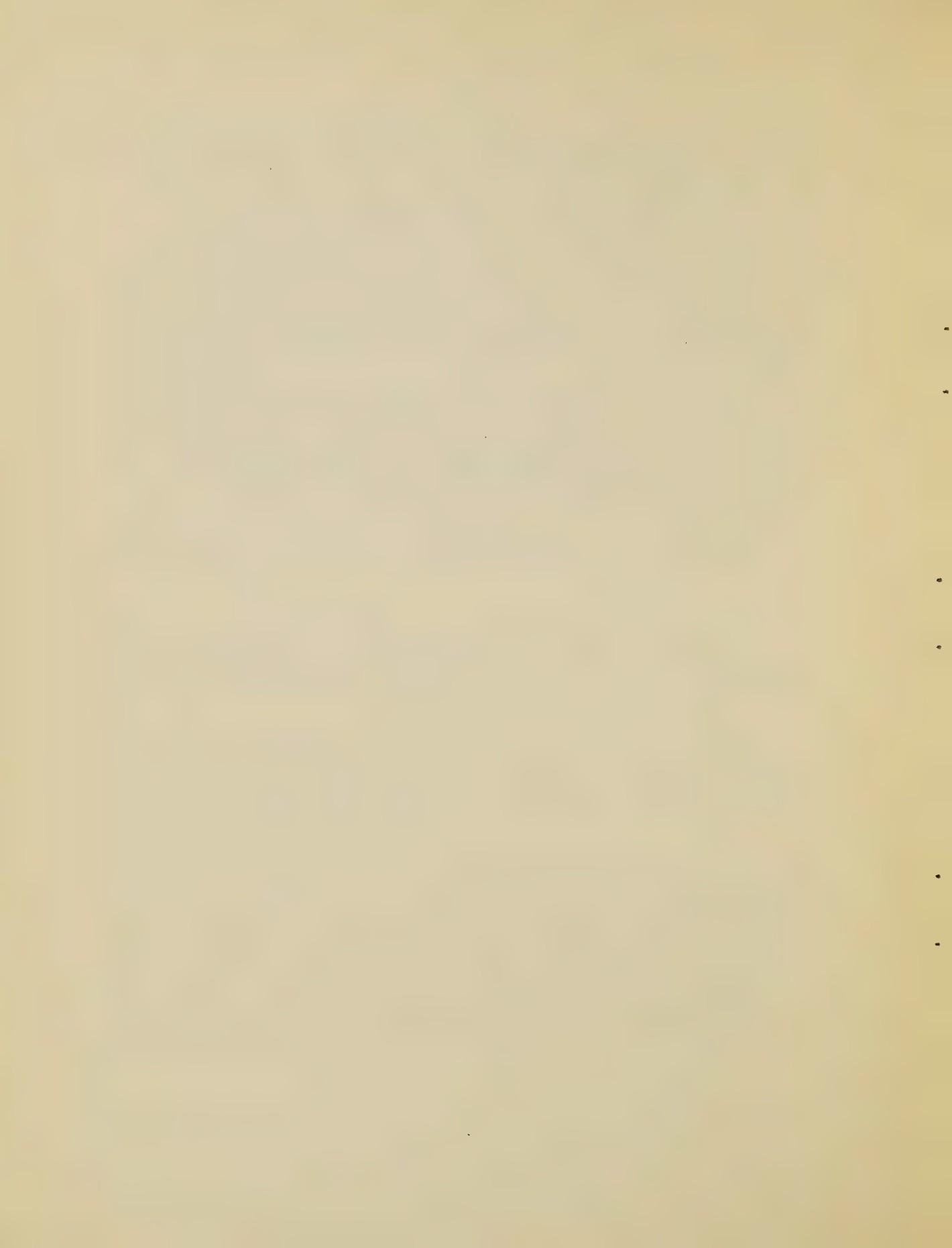
All of the questions making up the three forms which were finally used were pretested. Over a hundred interviews were taken in Mississippi and Virginia for the purpose of trying out proposed questions and improving the methods of questioning. Numerous preliminary schedules were tried out before the final forms were adopted.

The schedules formulated for (1) present radio owners, (2) former owners, and (3) non-owners necessarily differed, as these groups have had different experiences with radio. However, an attempt was made to include comparable questions in all three forms, so that comparisons in attitudes could be made.

Schedule A, which was used to interview present radio owners, was considerably longer and more detailed than the other two schedules. The questions in Schedule A were grouped according to the general objectives which they were designed to meet. Questions 1 through 28 provide information regarding the importance of radio to the individual, what it means to him, what his preferences are, and what changes, if any, he would like to see in radio. Those from 29 through 53 cover programs about farming, while the series from 54 through 68 cover radio reception. Miscellaneous factual items are covered by the remaining questions.

Particular attention might be called to Question 8 on Schedule A ("How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more?") This question was formulated in such a way as to focus attention on the overall importance of radio to the individual, and Question 2 on Schedule B (used to interview former owners) was phrased in as nearly as possible the same terms ("How much difference did it make to you when your radio gave out?"), so that a comparison could be made between the answers of present owners and former owners. Questions regarding the "programs missed most" and the "disliked" programs appeared on all three schedules and were formulated in as nearly the same terms as possible.

Since the same socio-economic information was obtained from every respondent, so that comparisons of people who are radio owners with those who have been owners and those who have never owned radios could be made, only one copy of this part of each schedule is reproduced. It is called the General Information Sheet.



SCHEDULE A - FOR PEOPLE WHO HAVE HAD RADIOS IN WORKING ORDER
WITHIN THE PAST TWO MONTHS

We're interested in finding out about the radio service people are getting.

1. Do you listen to your radio much? _____

2. About how many hours on Sunday would you say you listen ordinarily? _____

3. How about the rest of the week? About how many hours a day would you say you listen ordinarily?

4. Do you ever have the radio turned off at times when you're not busy and could be listening to it? Yes No

5. (IF YES) How does it happen that you don't listen during that time?

(Note: If respondent answers in terms of "too busy" or "working in the kitchen," etc., repeat question and be sure to find out about times when he is not busy and actually could be listening to it.)

6. Do you ever have the radio turned off because you aren't interested in the programs that are on? Yes No

7. (IF YES) Would you say this happens very often, now and then, or hardly ever?

(Check appropriate box.)

8. How much difference would it make to you if your set gave out and you weren't able to listen at all for a month or more?

9. Why is that?

10. Is there any other reason?

11. What kind of program would you miss most if your radio gave out? _____

(Note: If specific program is mentioned, say, "I don't mean a specific program, but a kind of program." If "music" is mentioned, ask "What kind of music?" If "band music" is mentioned, find out what kind of band Respondent means. If they say "jazz", find out what is meant.)

12. Why would you miss it? _____

13. What other kind of program would you miss? _____

14. Why would you miss it? _____

15. What kind of program on the radio don't you care anything about? _____

16. Why don't you care for that? _____

17. Suppose you had your way about the programs that are on the radio, are there any kinds of programs that you would like to hear more of than you do now?
/ Yes / No /

18. (IF YES) What are they? _____

19. Is there any other kind of program that you would like to hear more of than you do now? / Yes / No /

20. (IF YES) What is it? _____

21. Are there any times during the daytime when you'd like to listen to the radio but the kind of program you'd like to hear just isn't on? / Yes / No /

22. (IF YES) What kind of program? _____

23. What time of day would you like to hear it? _____

24. Are there any times after dark when you'd like to listen to the radio but the kind of program you'd like to hear just isn't on? / Yes / No /

25. (IF YES) What kind of program? _____

26. What time would you like to hear it? _____

27. I have a list of several different kinds of programs here, and I'd like you to look at it and tell me the five that you like best. (Interviewer shows list to Respondent and checks five chosen by Respondent.)



Respondent reads list to self



Interviewer reads list to Respondent

Place check here	28. Now you've mentioned _____ (kind of program). What kind of program do you have in mind? (Ask for each of five kinds checked.)
News Broadcasts	/ / / /
Talks and Discussions	/ / / /
Sermons and Religious Programs	/ / / /
Hymns and Religious Music	/ / / /
Old-time Fiddlers, Singers and String Bands	/ / / /
Classical Music, like Symphonies	/ / / /
Semi-classical Music and Popular Music other than Dance Music	/ / / /
Dance Music	/ / / /
Brass Bands	/ / / /
Farm Market Reports	/ / / /
Talks on Farming and Farm Problems	/ / / /
Entertainment Programs and Skits with Comedians and Popular Singers	/ / / /
Quiz Programs	/ / / /
Complete Dramatic Plays	/ / / /
Daytime Serial Stories	/ / / /
Sports Events and Scores	/ / / /

Comment: _____

Now I'd like to talk with you especially about farm programs, as we're particularly interested in knowing what you think about them.

29. Do you ever listen to farm programs which give weather reports, market reports, or talks about farming? Yes No

(If answer is NO, skip to question 54.)

30. How many times a week do you listen to weather reports?

If R listens to weather reports:

31. What time of day do you hear these reports?

32. Would there be any better time of day for you to listen to the weather reports? Yes No Don't know

33. (IF YES) What time would be better for you?

34. Why?

35. Would you say these weather reports are any help to you? Yes No

36. (IF YES) In what ways are they a help?

37. How many times a week do you listen to market reports?

If R listens to market reports:

38. What time of day do you hear these reports?

39. Would there be any better time of day for you to listen to the market reports? Yes No Don't know

40. (IF YES) What time would be better for you?

41. Why?

42. Would you say these market reports are any help to you? Yes No

43. (IF YES) In what ways are they a help?

44. Is there any way in which they could be made more helpful? Yes No

45. (IF YES) In what way?

46. How many times a week do you listen to talks or discussions about farming?

If R listens to talks or discussions about farming:

47. What kind do you listen to? _____

48. What time of day do you hear these programs? _____

49. Would there be any better time of day for you to hear programs about farming? yes / no / don't know /

50. (IF YES) What time of day would be better for you? _____

50 a. Why? _____

51. Would you say these programs are any help to you? yes / no /

52. (IF YES) In what ways are they a help? _____

53. Are there any changes you'd like to see made in these programs? _____

We've been talking about what you get over the radio, and now I'd like to ask you how well you get stations over your radio.

54. Do you have any trouble these days getting the stations you want to hear during the daytime? yes / no /

55. (IF YES) What sort of trouble do you have? (Check one or more.)

Fading Interference (several stations at once)

Too weak Other _____

Static Trouble with own radio (battery trouble, tube trouble, etc.)

56. Does this trouble keep you from hearing programs you want to hear during the daytime? yes / no /

57. (IF YES) Would you say this happens most of the time,

now and then,

or hardly ever?

58. Do you have any trouble these days getting the stations you want to hear after dark? Yes / No

59. (IF YES) What sort of trouble do you have? (Check one or more.)

- Fading Interference (several stations at once)
 Too weak Other _____
 Static Trouble with own radio (battery trouble, tube trouble, etc.)

60. Does this trouble keep you from hearing programs you want to hear after dark? Yes / No

61. (IF YES) Would you say this happens most of the time,
now and then,
or hardly ever?

62. What stations can you usually get in the daytime? _____

(If city is named, find out how many stations in it Respondent listens to.)

63. Which of these do you hear well most of the time? _____

64. Which of the stations you can usually get in the daytime can you usually get after dark too?

65. Which of these do you hear well most of the time? _____

66. Are there any other stations that you can usually get after dark? Yes / No

67. (IF YES) What are they?

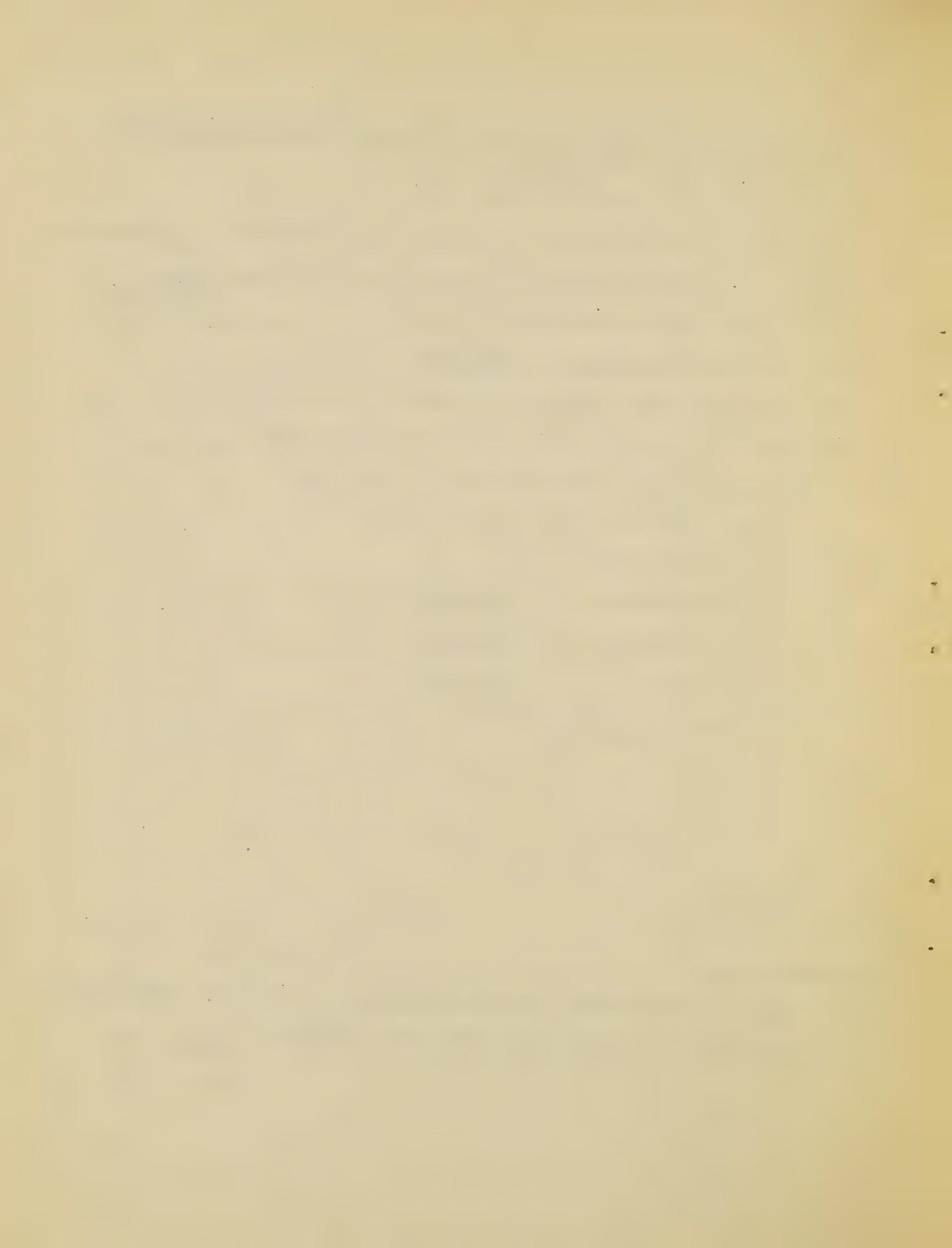
68. Which of these do you hear well most of the time?

69. Have you ever lived in a place where you could hear radio stations better than you can here? Yes No
70. How many years have you had a radio? _____ years
71. Is your set run on batteries or electricity? Batteries Electricity
72. Has your radio been out of working order during the last year or two?
73. (IF YES) How long was it out of order? _____
74. Is it working well now? Yes No
75. What time do you folks first turn your radio on in the morning? _____
76. What time do you usually turn your radio off for the night? _____
77. Do you have any radios outside the house? Yes No
78. (IF YES) Where are they? (Check below.)
79. Are they in working order?
- In the barn Yes No
- In the car Yes No
- Other Yes No

Interviewer check:

80. Was radio on when you went to the house to make this interview? Yes No
81. (IF YES) At what time did you make this interview? _____ A.M.

P.M.



Study 123

GENERAL INFORMATION SHEET

Interviewer _____ Household Number _____ Date _____

Sample Segment Number _____ County _____ State _____

Check one: First Call Second Call Third CallIs there a second interview for a member of this household? yes no

(IF NO) Why were you unable to get a second interview? _____

1. Do you have a telephone in working order? yes no2. (IF NO) Have you ever had a telephone since you've been living here? yes no

3. (IF YES) When was it disconnected? _____ (year)

3a. How did you happen to have it disconnected? _____

4. (IF NO TO 2) How does it happen that you don't have a telephone? _____

5. Did you have a telephone in 1940? yes no6. Were you living on a farm then? yes no7. Do you take a newspaper? yes no

8. (IF YES) Do you get it daily or weekly? (Check one) daily _____ weekly _____

9. Do you get any magazines regularly? yes no

10. (IF YES) About how many? _____

11. How many children under 18 are living in your home now? _____

12. How many people 18 and over, including yourself, are living in your home now? _____

ASK OF HEAD OF HOUSEHOLD IF FARMER:

13. Tenure status:	Full owner operator	Part owner operator	Manager	Renter	Share-cropper
--------------------	---------------------	---------------------	---------	--------	---------------

14. About how much was your total cash income last year?

Under \$250	250-399	400-749	750-1249	1250-1749	1750-2249	2250-2999	3000-3999	If over \$4000, write in actual figure to nearest \$1000
-------------	---------	---------	----------	-----------	-----------	-----------	-----------	--

15. What do you get most of your income from on your farm? _____

ASK OF HEAD OF HOUSEHOLD IF NOT FARMER:

16. What is your occupation? _____

17. About how much is your present weekly income?

1 \$0-25	2 26-45	3 46-65	4 Over \$65
-------------	------------	------------	----------------

PLACE CHECK IN APPROPRIATE PLACE:

18. Is Respondent head of household? / yes / no /

19. Sex: Male _____ Female _____

20. Race: white _____ Negro _____ Other _____

21. Estimated age: / Under 30 / 30-44 / 45-59 / 60 and over /

22. How much schooling did you have? (Check one)

Some grade school Finished high school

Finished grade school Some college

Some high school Finished college

23. How far is it to the nearest town? _____ miles

24. How many times a month do you get to town? _____

Study 123

SCHEDULE B - FOR PEOPLE WHO HAVE HAD RADIOS WITHIN THE LAST FIVE YEARS
BUT WHOSE RADIOS HAVE NOT BEEN IN WORKING ORDER WITHIN
THE LAST TWO MONTHS

a. How long have you been without a radio? (Check one and go on to Ques. 1.)

1 year or less Over 2 years to 3 years

Over 1 year to 2 years Over 3 years to 5 years

b. How long has it been out of order? (Check one and go on to Ques. 1.)

2 months to 6 months Over 2 years to 3 years

Over 6 months to 1 year Over 3 years to 5 years

Over 1 year to 2 years

1. What happened to your radio? _____

2. How much difference did it make to you when your radio gave out? _____

3. Why is that? _____

4. What kind of program do you miss most?

(NOTE: If specific program is mentioned, say "I don't mean a specific program, but a kind of program." If music is mentioned, ask "What kind of music?")

5. Why do you miss it? _____

6. What other kind of program do you miss? _____

7. Why do you miss it? _____

8. What kind of program on the radio don't you care anything about? _____

9. Why is that? _____

10. Would you say that not having a radio made it hard for you? yes no
11. Why is that? _____
12. Did you ever listen to farm programs which gave weather reports, market reports, or talks about farming? yes no
13. (IF YES) Would you say these programs were any help to you? yes no
14. (IF YES) In what ways were they a help? _____

15. Did you have any trouble getting the stations you wanted to hear? yes no
16. (IF YES) What sort of trouble did you have? (Check one or more)
 Fading Interference (several stations at once)
 Too weak Other _____
 Static Trouble with own radio (battery trouble, tube trouble, etc.)
17. Did this trouble keep you from hearing programs you wanted to hear? yes no
18. (IF YES) Would you say this happened most of the time, now and then, or hardly ever?
19. Have you ever thought of getting your radio fixed or getting another radio? yes no
20. (IF YES) How does it happen you haven't done that? _____
21. (IF NO) How does it happen you don't want to do that? _____

22. Do you ever get a chance to listen to a radio these days? yes / no /

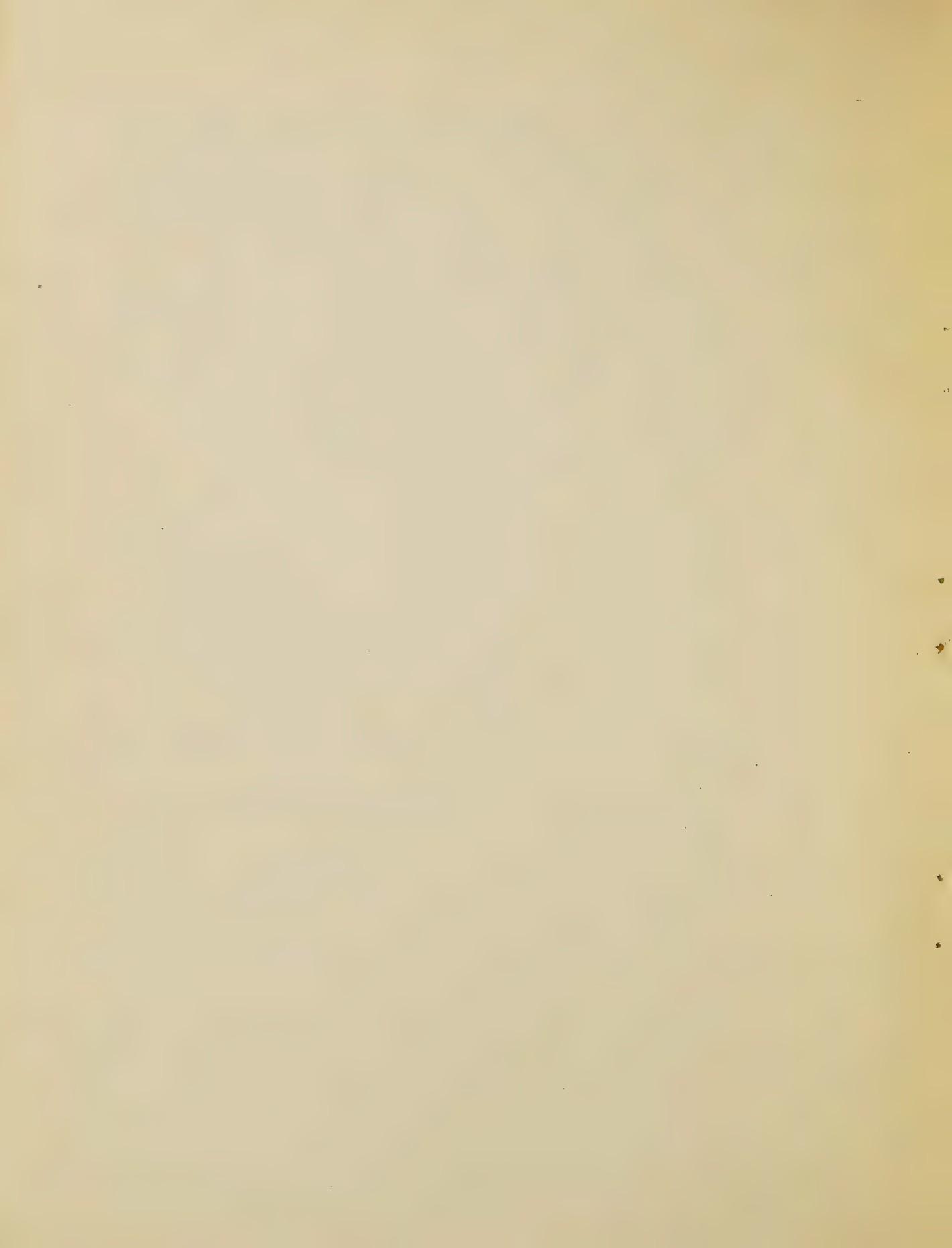
23. (IF YES) About how many times a month would you say you generally listen? _____

24. Do you have any radios outside the house? yes / no /

25. (IF YES) Where are they? (Check below)

26. Are they in working order?

- | | | |
|--------------------------|-------------|--|
| <input type="checkbox"/> | in the barn | <input type="checkbox"/> yes / <input type="checkbox"/> no / |
| <input type="checkbox"/> | in the car | <input type="checkbox"/> yes / <input type="checkbox"/> no / |
| <input type="checkbox"/> | other _____ | <input type="checkbox"/> yes / <input type="checkbox"/> no / |



Division of Program Surveys

June 1, 1945

Study 123

C

SCHEDULE C - FOR PEOPLE WHO HAVE NEVER HAD RADIOS

1. Do you ever get a chance to listen to a radio these days? yes no
2. (IF YES) About how many times a month would you say you generally listen? _____
3. When was the last time you heard a radio? _____
4. Would you like to be able to listen to a radio in your house? yes no
5. (IF YES) Why would you like to have a radio? _____

6. (IF NO) Why wouldn't you care to have a radio? _____

7. What kinds of programs would you like most to hear? _____

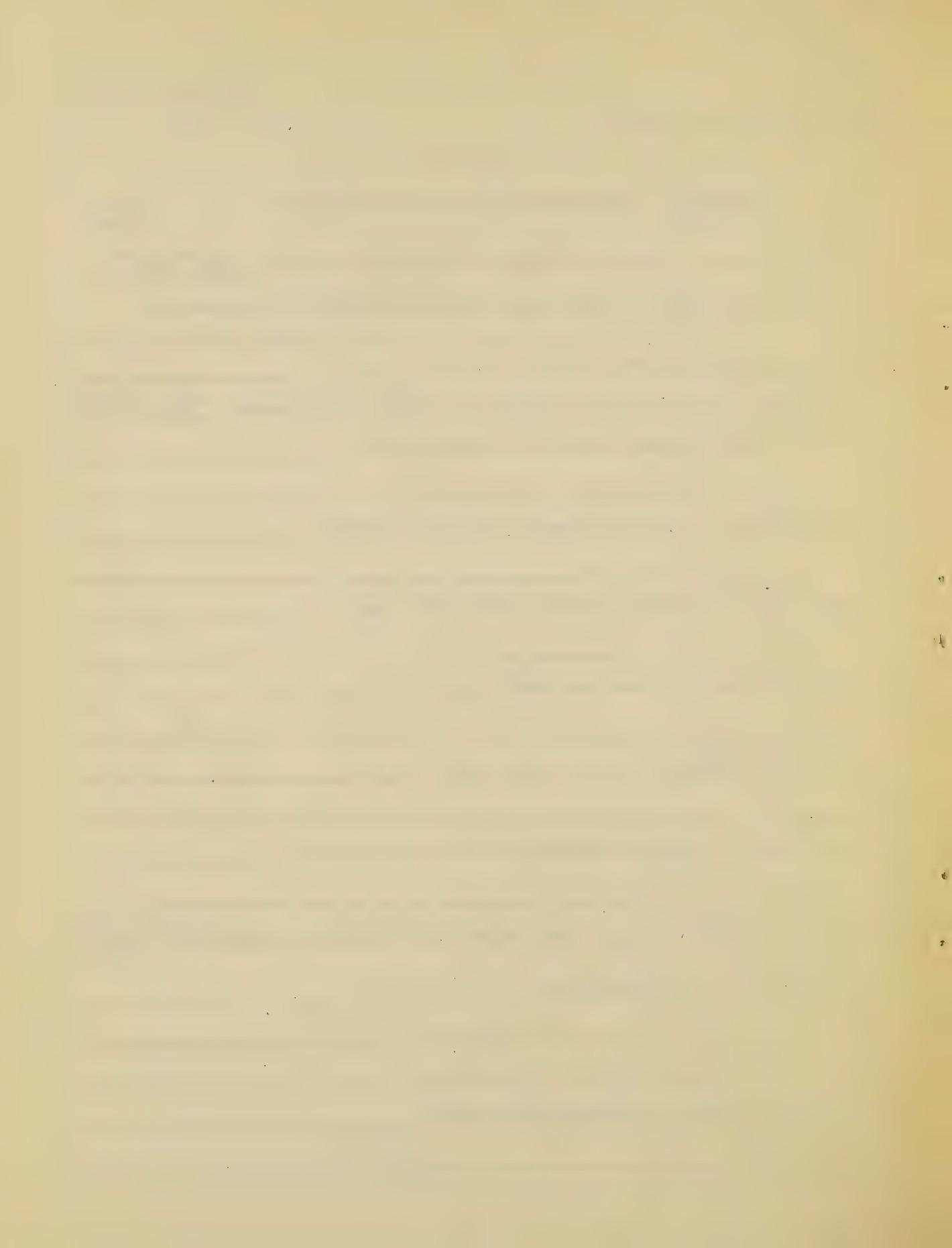
8. Why would you like that kind best? _____

9. Is there anything else you'd like to hear? _____

10. What kinds of programs wouldn't you care anything about? _____

11. Do you think that having a radio might be of any help to you? yes no
12. Why do you feel that way? _____

13. How does it happen you never had a radio? _____



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^{38/} For the sake of brevity, the index does not include explanatory phrases to indicate that it is the relationship between the major heading and each of the sub-items listed under it which is referred to.

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